

Philip L. Boyd Is City's First Mayor

Mrs. George Brown of Pomona Wins Golf Tourney; Champs Tie For Second Place

Complete Golf Scores on PAGE TWO

Defeating the state champions of California and Arizona by one stroke, Mrs. George Brown of Pomona, member of the Mountain Meadows Country Club, this week won the third annual Palm Springs Invitation Golf Championship for women. Mrs. Brown on Wednesday added a 76 to Tuesday's 72 for a 36-hole aggregate of 148.

This was two strokes over the 1937 winning total of Mrs. R. D. Roper of Phoenix, Arizona champion, who finished in a tie with Mrs. Gregg Lifer of Riviera, California champion, at 149. Mrs. Ray Williams of Long Beach was fourth with 152.

Mrs. Roper scored 74-76 for her 149 while Mrs. Lifer, after a bad 77, made a courageous bid for the title when she toured Tom O'Donnell's Desert Golf Course in 72, even par for women. Mrs. Williams posted 77 and 76 and was followed by Mrs. Frank Elliott of Oakmont, 72-82—154.

Miss Catherine Shuster of Long Beach scored 157 while one of the first round leaders, Mrs. Harley Higbie of Annandale, started with an eight on the first hole and finished with 76-82-158 to tie Mrs. Harry Pressler of San Gabriel, while 158 had held the 36-hole lead until today.

Champion Second

Mrs. Lifer caught Mrs. Roper at the fifteenth where the Arizona woman's drive struck a palm tree and she took six to the California champion's birdie four. Mrs. Roper gained a stroke at the 225-yard sixteenth where she had a birdie three, but she trapped her third at the 500-yard 17th and took seven to Mrs. Lifer's par five.

Mrs. Lifer came to the home green, 300 yards, needing a birdie three to tie Mrs. Brown, but Mrs. Higbie pitched one three feet from the pin.

(Continued On Last Page)

Samson Elected C. of C. Head; Choose Zoners

HERBERT SAMSON, President
FRANCIS CROCKER, 1st Vice-pres.
FRANK BENNETT, 2nd Vice-pres.
FRANK SHANNON, Executive Sec'y.
A. J. M. GARDINER, Treasurer.

The above were selected officers for the Chamber of Commerce at the organization meeting of the new board of directors held at the Desert Inn Wednesday afternoon.

Select Planning Committee

The directors voted to instruct President Shannon to appoint 21 representative citizens distributed equally as far as possible in the seven wards to serve as Planning and Zoning Committee of the Chamber of Commerce.

They also recommended that the City Council appoint a Planning and Zoning Commission as soon as possible.

Secretary Shannon requested that his salary be reduced to \$50 a month, and that the reduction be made retroactive. Thus Shannon wiped out \$400 of the \$800 which the Chamber now owes him for the past eight months.

Another Income Tax Lien Filed on Mrs. Thelma Wertheimer

Mrs. Thelma Wertheimer, owner of the Colonial House and former wife of Alfred Wertheimer, operator of The Dunes Club was named in an income tax lien filed in Federal Court this week. The government is seeking \$2847 additional tax on 1934 income. Another lien was filed against her in December for \$48,444 tax on 1932 and 1933 income.

The New Mayor



Mayor Philip L. Boyd, Palm Springs' first mayor, seated at the council table. The above picture was snapped by Frank Partidge Monday evening immediately after Mr. Boyd was chosen mayor by the city council.

Airmail Plane To Leave Here On May 17

The first airmail to leave Palm Springs in an airplane will go out from the local airport on Tuesday, May 17, which comes during National Airmail Week, May 15-21.

Roman Warren, famous cowboy airplane pilot, will fly his plane through this valley, picking up airmail at Indio, Palm Springs, Banning, and Riverside, taking the mail direct to Los Angeles and connecting there with the transcontinental airmail planes.

Palm Springs may have a special souvenir airmail rubber stamp for the occasion. Letters and packages to be dispatched on Palm Springs' first airmail plane can be mailed any time between now and May 17, if the sender will give instructions to the postmaster to hold same for the plane.

People are asked to send as much of their mail as possible via airmail during National Airmail Week. Especially (Continued On Sixth Page)

Urge Co-operation To Get Palm Springs' Share of \$150,000,000 Tourist Trade

Every business man in Palm Springs is in the tourist business and whether or not this city gets its share of California's \$150,000,000 tourist business depends entirely upon how well the citizens of this city cooperate in publicizing what Palm Springs has to offer the tourist. As Eyre Powell put it, "We must cooperate—hang together—or someone else will get the gravy." These and other important facts were brought out at the well planned and well attended annual meeting of the Palm Springs Associates held Tuesday night at the Plaza Theatre.

Robert Lerch, president of the Associates, presided over the meeting attended by over 300 residents and business men of Palm Springs, and he outlined briefly the present organization of the Associates and also introduced the officers and members of the executive committee of the organization—Florin Boyd, secretary-treasurer; Al-

vin Weingarten, W. J. Martin, Earl Coffman and Earle Strebe.

Al Taylor, popular local photographer, and a member of the Associates, ran off a reel of beautiful colored moving pictures showing various scenes in and about Palm Springs. These fine

(Continued On Page Four)

400 ATTEND O'DONNELL'S GOLF PARTY

Four hundred people, including 200 feminine golfers who were here for the third annual Palm Springs Invitation Women's Golf Tournament, were guests of Mr. and Mrs. Thomas A. O'Donnell at the Desert Inn Tuesday evening.

Seated at tables which covered a large part of the front lawn, the guests enjoyed a buffet dinner, and then went back to the tennis court to round out a happy evening with dancing.

At the tennis court Mr. O'Donnell introduced "the youngest mayor who has had less experience as mayor than any other west of the Rocky mountains," Mayor Philip L. Boyd. "Last night the City of Palm Springs was born, and at the first council

(Continued On Last Page)

Six City Officials Chosen at First Meeting of City Council; Four Get \$1 a month; One \$75; Mayor Free

Next Meeting Monday Night, May 2

PHILIP L. BOYD
Mayor.
GUY PINNEY
City Clerk.
FRED G. INGRAM
City Treasurer.
ROY W. COLEGATE
City Attorney.
ALBERT R. HOFFMAN
City Judge.
J. LLOYD BOLLER
Chief of Police.

Incarcerate New City Judge

Just so he could see what it is like to be on the inside looking out, and that he might have compassion on his fellow men and be lenient with some of the local boys when they happen to sloop over a little from the straight and narrow path, Judge Albert R. Hoffman was seized by his friends as he left the council chamber Monday night and was thrown into the city hoosegow. Before photographers could be found to take the Judge's picture, he was released from jail by Officer McCracken. The Judge took it like a good sport with the admonition, "Maybe I'll have a chance to call on some of your boys here some time."

Judge Hoffman was a leading attorney of Cincinnati before coming to Palm Springs, and has had a great deal of municipal court experience. He is the father of Mrs. Rufus J. Chapman, and is associated with his son-in-law here as a real estate broker.

These are the first city officials of Palm Springs, appointed by the city council at their first meeting held Monday evening in the temporary council chamber on the upper floor of the fire station.

Salaries of all the above officials was fixed at one dollar (\$1.00 per month, with the exception of the city attorney, who will receive \$75.00 per month, and the mayor, who will receive no salary. The councilmen also work free. The council reserved the right to change the salaries whenever necessary.

It was also decided to employ a part-time stenographer to assist the city clerk at \$1.00 per hour. The city chief of police will continue to receive his salary as chief of police for the Police Protection District, which has not yet been dissolved.

Administers Oath

Deputy County Clerk Gordon Pequegnat was present to administer the oath to the seven councilmen, and after they had signed their certificates they were qualified to act officially as the city council of Palm Springs.

Councilman Bacon L. Clifton was chosen chairman pro-tem and Councilman Frank Shannon, city clerk pro-tem, until permanent officials could be appointed. Councilman Robert Murray pronounced the invocation, and the city council was ready for business.

Their first official act was the selection of mayor. Councilman Alvah F. Hicks, who some political prognosticators said would be the mayor, nominated Philip L. Boyd, and Mr. Boyd was the unanimous choice of all seven councilmen. Then the other officials were appointed.

To Meet First Wednesday

The first city ordinance set the meeting date as the first Wednesday evening of each month, at 7:30 o'clock.

(Continued On Last Page)

Chamber Meets Next Tuesday

The last general meeting of the Chamber of Commerce of this season will be held next Tuesday evening, May 3 in the school auditorium. All members and the general public are urged to attend.

NOTICE

Postmaster R. M. Corham this week announced that the 8:00 p. m. dispatch of mail will be discontinued for the remainder of this season, after April 30.

Miami Spends 10 Times More for Publicity Than Palm Springs

Eyre Powell, a nationally known specialist in tourist and resort publicity, and general publicity director of the Union Pacific Railroad System, addressed the Associates meeting Tuesday evening at the Plaza Theatre on a recent trip he made to other resorts, notably Florida.

He pointed out that Miami, Palm Springs' closest rival as a winter resort, spent \$61,000 on pictorial publicity only in a period of three months, and contrasted this with the \$6,000 spent by the Associates in the past three months.

He explained that Miami has 15 people in its publicity bureau, Miami Beach 12. In addition, each big hotel has no less than five people working on publicity. This indicated, Mr. Powell said, the large scale on which Florida resorts worked.

His chief point was that publicity is a constant necessity to the life of a resort, and he cited the case of Palm Beach, Florida. Palm Beach formerly received the enormous amount of publicity now enjoyed by Miami. The merchants of Palm Beach suddenly de-

cided to become elusive, and stopped all publicity in order to keep out the cheaper tourist element. It happened just at the time Miami was beginning to advertise, and as a result, Palm Beach has become almost a non-entity in the resort world.

Expansion Follows Boom

"They learned something about publicity," said Powell. "You can't turn it off like a spigot and expect to turn it on again at the point where you left it."

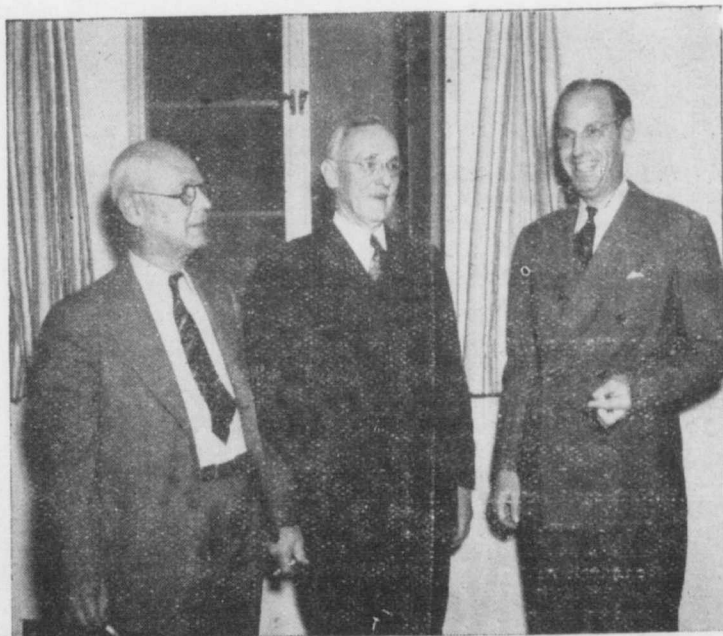
He pointed out that when a resort enjoys a boom year, expansion follows, and constant publicity is needed in order to attract the additional business to fill the expanded town.

"Palm Springs is in the big league of winter resorts. Your position in that league depends on your own efforts. You are competing with high-priced talent," Powell emphasized. He added a cheering note by saying that California has learned how to get more publicity per dollar than other resort states.

He complimented the Associates and said: "Palm Springs' health from a

(Continued On Last Page)

Three New City Officials



Left to right: Attorney Guy Pinney, city clerk; Attorney Albert R. Hoffman, city judge; Banker Fred W. Ingram, city treasurer. They were appointed Monday night to the city of Palm Springs at one dollar a month.—Bob Anderson Photo.

Batchelor Chosen President of Realty Board

At the annual election meeting of the Palm Springs Realty Board held last Friday noon in the ramada at Harry's Cafe, Harry Batchelor was chosen to serve as president of that organization for the coming year, succeeding the term of former president, John W. Williams.

Other officers elected at the meeting last Friday included Archie O. Palmer, vice-president; James V. Guthrie, Jr., secretary; Rufus J. Chapman, treasurer; and William J. Cross, member of the board of directors and publicity chairman.

About 35 members of the local board attended the meeting at which plans for next season were discussed and officers elected. During the meeting it was brought out that the Palm Springs board has enjoyed a substantial increase in membership during the current season and that a very active coming season is anticipated.

Annual Report Of C. of C. President

President Harold Hicks made the following report at the annual meeting of the Chamber of Commerce held in the school auditorium on Tuesday of last week.

The Chamber of Commerce has completed its twelfth year of service to the city of Palm Springs. During that period it has been very active in maintaining and to some degree expanding the program and policies that were originated during its first year of existence. It is difficult to give an interesting resume of the past year's work, because the meetings have been rather cut and dried and perhaps not as interesting and entertaining as they might have been. Comparing our activities of this year with the first year of 1926-27, when the Chamber of Commerce was first organized, we find the first year very busy in establishing new policies and customs. During the first year, when Tom O'Donnell was president they:

The First Year

1. Regulated the disposal of garbage.
2. Created a camp ground.
3. Ordered folders depicting the beauties of Palm Springs.
4. Petitioned the county for a full paid deputy sheriff.
5. Petitioned the Southern Pacific Railroad to book their tickets and freight direct to Palm Springs, instead of to Whitewater Station, where additional charges were added, to the inconvenience of our winter tourists.
6. Committee was appointed to have the main street cleaned.
7. The president, Tom O'Donnell, supplied convenient trash cans along the street for the disposal of rubbish.
8. Committee was appointed to find a proper slogan for Palm Springs.
9. On February 27, 1926, the Chamber of Commerce, through its very active members, received \$2,500 from the county and 600 railroad ties from the Southern Pacific Railroad to make the Whitewater River passable after a damaging flood.
10. Mr. Garnet Holme presented the idea of a Desert Play, which idea was accepted.
12. Committee was appointed to start motion picture programs in the school house to pay for the full time deputy sheriff.

This is a part of the program which was started by that very enterprising group of men and which we are still carrying on today to a great extent.

Past Few Years

The Chamber of Commerce members during the past few years have been of great assistance in their watch-dog policy and they have made it their duty to effectively protect the interests of Palm Springs in county, state and national policies.

Because the Chamber of Commerce has had no real powers it is remarkable when you realize the tremendous accomplishments and regulation during the past twelve years. Until now we have had a city of 8,000 people with assessed valuation of \$6,000,000, headed by an organization which has no real powers, except moral persuasion, which has proved very effective. In my opinion the Chamber of Commerce should continue its present policies for at least another year and by so doing maintain the very active committees which will be of immeasurable benefit to the city council. The present work cannot be terminated immediately, but must be carried on over a period of many months to reach a proper and successful conclusion.

Tonight you are to elect from the organization at large, eight directors. Seven of the present fifteen directors remain in office. The board of directors will elect new officers within ten days from this date. I ask the members, when they select the candidates for the directorate, to bear in mind the program they wish the Chamber of Commerce to follow during the next year.

I wish to thank the directors, the chairmen and members of all the committees for their time and energetic work given to the problems presented them for consideration during the past year.

DURANTE TOPS STAR-STUDDIED CAST IN "START CHEERING"

A college musical with a star-name cast of unusual proportions will play Monday and Tuesday, May 2 and 3 at the Palm Springs Theatre. It is called "Start Cheering," and is literally packed full of comedians and musicians.

Starred in the cast are Jimmy "Schnozzle" Durants, Walter Connolly, Joan Perry, Charles Starrett and others.

Prize Winners and Complete Score of Women's Golf Tournament Held in Palm Springs This Week

PRIZE WINNERS

Championship Flight

Low gross—Mrs. George Brown, 72-76—148.
Second low gross—Mrs. R. D. Roper, 74-75—149, and Mrs. Gregg Lifur, 77-72—149.

Low Net

Mrs. E. A. Street, San Gabriel, 82-79-161-20—141.
Second—Miss Catherine Shuster, Recreation Park, 77-80-157-12—145, and Miss Audrey Powell, California, 84-81-165-20—145.

Low Gross

Monday—Mrs. Ray Williams, Long Beach, 77.
Tuesday—Mrs. Frank Elliott, Oakmont, 74.
Wednesday—Mrs. Fred Currie, Bel-Air, 80.

Class B

Low gross—Won by Mrs. Marie Swift, Flintridge, 86-79—165.
Second low gross—Mrs. D. Dewitt, Indian Hills, 87-83—170.
Third low gross—Mrs. Paige Hubble, Pomona, 86-85—171.

Low net—Won by Mrs. James Kemp, Victoria, 169-32—137.
Second low net—Mrs. M. Ruth, Victoria, 177-36—141.
Third low net—Mrs. J. F. Conrin, California, 171-28—143.

Class C

Low gross—Won by Mrs. H. Woodington, Santa Ana, 90-93—183.
Second low gross—Mrs. Ruth Folling, Lakeside, 90-95—185.
Third low gross—Mrs. R. Buckwalter, Victoria, 94-94—188.

Low net—Won by Mrs. Milton Hicks, Palm Springs, 193-60—133.
Second low net—Mrs. Emil Sick, Seattle, 192-54—138.
Third low net—Mrs. W. E. Cox, Los Angeles, 183-44—139.

Non-Handicap Flight

Low gross—Mrs. Thomas Reynolds.
Putting contest—Finals: Miss Catherine Shuster, Recreation Park, def. Mrs. Blanche Adams, Flintridge, 1 up, 21st hole.
Defeated 16—Mrs. Frank Elliott, Oakmont, def. R. Buckwalter, Victoria, 1 up, 19th hole.

Class A

Mrs. George Brown, Pomona 72-76—148
Mrs. R. D. Roper, Phoenix 74-75—149
Mrs. Gregg Lifur, Riviera 77-72—149
Mrs. Ray Williams, Long Beach 77-75—152
Mrs. Frank Elliott, Oakmont 74-82—156
Catherine Shuster, Long Beach 77-80—157
Mrs. Harley Higbie, Annandale 76-82—158
Mrs. Harry Pressler, San Gabriel 82-76—158
Mrs. R. L. Burke, Long Beach 80-80—160
Mrs. Tom Williams, La Jolla 75-85—160
Mrs. E. Street, San Gabriel 82-79—161
Mrs. J. W. Kaufman, Riviera 79-82—161
Mrs. Marshall, Long Beach 81-84—163
Mrs. W. E. Duncan, Los Angeles 81-84—165
Miss Audrey Powell, California 84-81—165
Mrs. Fred Currie, Bel-Air 86-80—166
Mrs. Harry Baker, Santa Ana 80-88—168
Miss Charlotte Igner, Portland 86-83—169
Mrs. C. C. Denio, Pomona 81-88—169
Mrs. R. E. Roberts, Redlands 89-80—169
Mrs. H. W. Anderson, Oakmont 84-87—171
Mrs. Andy Clyde, Lakeside 85-86—171
Mrs. Vance Clark, Long Beach 84-87—171
Mrs. P. H. McVicar, Santa Ana 82-90—172

Mrs. Lawrence Schwab, Riviera 84-89—173
Mrs. George Howard, Palm Springs 86-87—173
Mrs. Romer Johnson, San Gabriel 85-88—173
Mrs. D. B. Slocum, San Gabriel 86-88—174
Mrs. Meta Graham, Los Angeles 85-87—172
Mrs. R. C. Noble, Wilshire 91-84—175
Mrs. A. H. Soll, Riviera 90-86—176
Mrs. R. A. Birchfield, Riviera 89-88—177
Mrs. M. Vickery, Whittier 82-95—177
Mrs. J. L. McFadden, Santa Ana 92-85—177
Mrs. Verne Fridal, California 82-96—178
Mrs. H. B. Lauer, Riviera 89-90—179

Class B

Mrs. M. Swift, Flintridge 86-79—165
Mrs. J. Kemp, Victoria 85-84—169
Mrs. D. De Witt, Claremont 87-83—170
Mrs. J. Orco, California 88-91—179
Mrs. Paige Hubble, Pomona 86-85—171
Mrs. J. F. Conrin, California 88-83—171
Mrs. Chester Lyday, Los Angeles 92-83—175
Miss Jane Scott, Flintridge 90-87—177
Mrs. W. F. Ruth, Victoria 89-88—177
Mrs. A. Marshall, Fox Hills 86-92—178
Mrs. T. V. Hunter, Fox Hills 86-92—178
Mrs. Gordon Brunton, Victoria 90-88—178
Mrs. Harry Hall, Riviera 86-92—178
Mrs. R. Crook, Pomona 90-90—180
Mrs. W. J. Walters, Pasadena 92-88—180
Mrs. F. D. Rager, Lakeside 88-95—183
Mrs. C. Fitch, Long Beach 92-91—183
Mrs. G. Chaney, Lakeside 89-97—186
Mrs. H. Beardsley, Flintridge 98-88—186
Mrs. Richard Arlen, Lakeside 95-91—186
Mrs. Thomas O'Donnell, Palm Springs 89-100—189
Mrs. Leon Errol, Lakeside 92-97—189
Mrs. A. A. Gillespie, Bel-Air 94-96—190
Mrs. C. H. Chapman, Santa Ana 96-94—190
Mrs. F. Tuschner, San Gabriel 96-95—191
Mrs. P. Prouty, Fox Hills 95-101—196
Mrs. R. Kirwin, Flintridge 100-96—196
Mrs. R. Sumner, Long Beach 102-101—203
Mrs. Don Belding, Oakmont 102-102—204
Mrs. R. Carson, Glendale 103-106—209

Class C

Mrs. H. Woodington, Santa Ana 90-93—183
Mrs. W. E. Cox, Los Angeles 92-91—183
Mrs. Ruth Folling, Lakeside 90-95—185
Mrs. R. Buckwalter, Victoria 94-94—188
Mrs. O. Ormiston, Victoria 91-97—188
Mrs. R. W. Ragland, Los Angeles 93-95—188
Mrs. C. G. Davis, Brentwood 96-94—190
Mrs. R. Steele, Oakmont 92-100—192
Mrs. E. Sick, Seattle 97-95—192
Mrs. W. Kemmel, Oakmont 91-102—193
Mrs. Milton Hicks, Palm Springs 100-93—193
Betty Canterbury, Riverside 97-97—194
Mrs. Marge Abbey, Oakmont 97-98—195
Mrs. J. Deckert, Long Beach 101-96—197
Mrs. E. Deacon, Riviera 99-99—198
Mrs. L. Schaffer, Santa Ana 98-102—200
Mrs. R. Hunter, Flintridge 101-100—201
Miss A. Parrish, Lakeside 97-104—201
Mrs. Julia Mackie, Wilshire 97-105—202
Mrs. Florence Dondero, Oakmont 102-100—202
Mrs. A. Worker, Lakeside 99-104—203
Mrs. Al Woods, Oakmont 105-98—203
Mrs. J. A. Lasoina, Santa Monica 102-101—203
Mrs. M. Palmer, Victoria 98-106—204
Mrs. L. Baxter, Victoria 99-108—207
Mrs. A. Oldknow, Bel-Air 103-104—207
Mrs. M. Clancey, Brentwood 103-105—208
Mrs. F. Leuschner, Los Angeles 103-107—210
Mrs. J. Prater, Victoria 99-111—210
Mrs. L. Levie, Denver 103-102—210
Mrs. Ken Horton, Riverside 114-116—230

FINANCIAL REPORT OF THE PALM SPRINGS ASSOCIATES

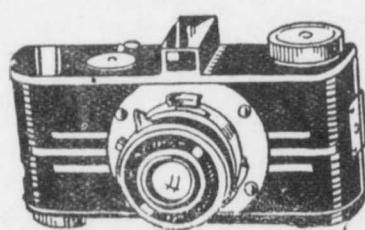
RECEIPTS AND DISBURSEMENTS January 28, 1938 to April 26, 1938

Old Bank Balance	\$ 45.87
Collections	5,961.50
Total Gross Available	\$6,007.37
DISBURSEMENTS:	
Audit of Old Records	\$ 25.00
Salaries:	
Ray Murray	380.82
Frank Partridge	183.84
Al Taylor	12.64
Don Admiral	500.00
Continental Adv. Service	850.00
Rhoda Hester—Stenographer	97.75
Donation to All Year Club of So. Calif.	1,050.00
Prize—Photo Contest	2.50
Commissions	279.72
Advertising	2,075.09
Office Expense—Telephone, Postage, etc.	290.38
Total Expense	\$5,747.74
Bank Balance April 26, 1938	\$ 259.63

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McManus Resigns; Asks Appointment Of Pershing

Councilman Austin G. McManus resigned from the city council at their first meeting Monday evening, stating in his letter of resignation that he had consented to be a candidate with the understanding that he resign after the election and that Frank E. Pershing be appointed in his place.

Mr. Pershing, nephew of the famous World War general, John J. Pershing, is part owner of the Town House with Richard Outcault. He attempted to file for the election but could not do so because he had not registered here as a voter 40 days previously.

This week the following petition was submitted to Mayor Philip Boyd to be presented to the city council at their meeting Tuesday evening:

The Petition

"To the Council of the City of Palm Springs, California:

"In the event of the resignation of Austin G. McManus, councilman for the seventh district of this city, we, the undersigned registered voters of the seventh district, respectfully petition the council of the city of Palm Springs to elect Frank E. Pershing as

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councilman for the seventh district to fill this vacancy."

The petition had the following signatures:

"Austin G. McManus, Edward J. McManus, Roger S. Bennett, Chas. N. Bosworth, Harry Brott, Andrea H. Bosworth, Edna L. Brott, Maebelle D. Traylor, Annette Traylor, Nellie B. Parker, Robert G. Parker, Lee Rose, Joseph G. Young, Clara B. Young, Carl Taucher, Anna Taucher, Ruth M. Cook, Horace L. Cook, Tom S. Douglas, Mrs. Florence Douglas, Ruth Martin, Dorothy F. Fanning, Wilberta A. Lipps, Margaret D. Traylor."

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BANNING

Robin Hood Tournery Draws Large Crowd

A surprisingly gay and colorful spectacle was the Robin Hood Archery Tournament at the Desert Inn Sunday, with some 300 people seated about the greensward of the masher golf course under bright-hued umbrellas.

The audience pursued the dozens of movie stars for autographs, enjoyed the antics of photographers and publicity men, and saw Mrs. Beatrice Hodgson of San Pedro Archers Club demonstrate the most accurate shooting of the day, to win for her pains a trophy, a place in the news-reel, and a friendly salute on the cheek from Basil Rathbone, Warner Brothers star, who presented the trophies.

A pair of attractive young misses, Phyllis Roberts of the Elysian Archers of Los Angeles, and Jane Dolke of Los Angeles Junior College, tied for second place in the match. A flip of the coin gave Miss Roberts the golden arrow contributed by Olivia de Havilland, motion picture actress, for second place, while Miss Dolke received a distinctive set of hand-made wooden dishes imported from Sherwood Forest, scene of Robin Hood's activities.

Fourth and fifth places went to Mrs. Ilda Hanchett, ex-national champion, of Inglewood, and Miss Elsie Vogel of Los Angeles Junior College.

Celebrities Present

An air of informality and gaiety pervaded the tournament, with the spectators peering with interest at the group of celebrities from Warner Brothers studios. Visiting cinematists included Dick Powell, Joan Blondell, Patric Knowles, Melville Cooper, Anthony Averill, Bruce Lester, Susan Hayward, Marie Wilson, Jan Holm, Carole Landis, Peggy Moran, Rosella Towne, Rosemary Lane, Genevieve Tobin and William Keighley, co-director of "Adventures of Robin Hood."

Mr. Rathbone was very much at ease during the tournament, presiding at the microphone from time to time, and in the interim, dashing about with his Leica, shooting pictures of the entire proceedings. At one time, he slipped away down to the end of the archery range, and had a bit of quiet fun trying to hit the bullseye.

World's Greatest Archer

An outstanding feature of the tournament was the exhibition of difficult shots by Howard Hill, world's greatest field archer. Mr. Hill competed with Carl Bradsher, local skeet mentor, the one with bow, the other with gun, shooting at twirling wooden discs thrown in the air. Mr. Hill outclassed his rival, spearing one of the disks with an arrow before Mr. Bradsher even succeeded in loading his gun.

Other feats perpetrated by Mr. Hill consisted of shooting down pencils and even matches from a distance of about 20 feet. He exploded light bulbs, shot with his feet, and, all in all, proved that archery is a he-man job.

A comic note was added by the groups of perspiring photographers who performed their stint conscientiously attired in Robin Hood costumes, complete with long hair and beards.

The tournament was broadcast over a national network during the afternoon, and newsreels of the meet will be shown throughout the country.

Community Circle To Travel To Idyllwild Tuesday

The Community Circle, their friends and husbands, are invited for an all day outing and picnic lunch, to the cottage of Mrs. C. S. Henderson at Idyllwild, Tuesday, May 3.

Reservations should be made with Mrs. Jack Williams, phone 3113, or Mrs. Macartney at 6291.

Cars are provided and will leave town not later than 10 a. m. This is the last meeting of the season at which time there will be an election of officers for next season. Nominating committee consists of Mrs. B. B. Weatherall and Mrs. Gordon Nicholson.

Carrier Air Conditioner Proving Very Popular, Dealer States

Miss Rose Dugan has just purchased her second Carrier Portable from P. B. Sheptenko, Carrier air conditioner dealer for Palm Springs.

Miss Dugan had a Carrier installed in her ranch home last year, which proved very satisfactory. Mr. Sheptenko stated. Her home was kept so comfortably cool that she recently installed a unit in her apartment located on Dr. F. M. White's grounds.

Archie Palmer New Head of Junior Chamber

At the annual election dinner of the Palm Springs Junior Chamber of Commerce held at the Desert Inn Friday evening, April 22, Archie O. Palmer, prominent local realtor, was elected to serve as president of that organization during the season of 1938-39.

Other officers elected at Friday night's meeting, which began at seven o'clock, were the following: Earle Love, vice-president; Kenneth Guild, secretary-treasurer; Francis Crocker, board of governors, two years; Florian Boyd, board of governors, two years; Al Weingarten, board of governors, two years; Bud Guthrie, board of governors, two years; and Jack Lasley, board of governors, one year.

The retiring officers, Al Gardiner, Ernie Fors and Roy Colgate, will automatically become members of the board of governors.

Many Villagers To Summer at Lake Arrowhead

Latest additions to the staff of Burton R. Ogilvie, newly-appointed managing director of the Lake Arrowhead Lodge, are a number of Palm Springs residents who will assist in making things hum at California's most famous mountain resort.

Anthony "Tony" Burke, Desert Rider and Palm Springs socialite will assist at the Lodge in the capacity of social director. At the same time he will be affiliated with the sales office of the Arrowhead Lake Corporation.

Frank Bogert, popular publicity man for the El Mirador Hotel, will be in charge of the Arrowhead Stables. Frank expects to stage a goodly number of those breakfast rides which were so popular on the desert this season.

Maitre d'Hotel of the Lodge will be Frederick Lorge, formerly with the El Mirador. From the Desert Inn will be James R. Shannon, room clerk, and Lillian Morrison, housekeeper.

Other Palm Springs residents who will be seen around Lake Arrowhead this summer are Earle Strebe and H. E. "Pat" Patterson. Earle will open a new indoor theatre at the lake while Pat will supervise the operation of his Lake Arrowhead Pharmacy.

Local Firm Now Handling Famous Frigidaire Room-Cooler

Clarence Simpson, popular proprietor of Simpson's Radio and Frigidaire Shop, this week announced that his firm has added the famous Frigidaire line of air conditioners to the list of Frigidaire products that it now handles, so that his firm now carries the complete line of Frigidaire electrical appliances.

Simpson has installed a Frigidaire room-cooler at his new store on North Palm Canyon Drive for demonstration purposes, and the public is welcome to visit his store at any time to see the room-cooler functioning under local conditions.

One of the outstanding features of the Frigidaire Room-Cooler, Mr. Simpson says, is the fact that this type of unit lowers humidity as well as temperature, thus overcoming one of the main disadvantages of the majority of air conditioning systems.

Already this season, Simpson stated, Francis Crocker, local manager of the Nevada-California Power Corporation, has installed a Frigidaire Room-Cooler at his lovely residence in Palm Springs.

Installations and service are being handled at Simpson's Radio and Frigidaire Shop by Herb Scarborough, well known local refrigeration expert, who has been associated with Simpson's firm for the past two years.

This firm is now prepared to make installations of air conditioning units at any time.

POLITICAL RACKET MOVES DRAMA PLOT

A dramatic story of a racketeering political boss who loses his head and finally his life over a beautiful society girl is told in the new Paramount picture, "Dangerous to Know," which will play Wednesday only at the Palm Springs Theatre.

Anna May Wong, the sophisticated Chinese actress, is seen as the friend and adviser of the racketeer, whom he thrusts aside, while the popular character player, Akim Tamiroff, who most recently played Lafitte's lieutenant in Cecil B. DeMille's "The Buccaneer," has the role of the political ringmaster.

Pay telephone bills before the 25th and receive discount.

Chuck Abbott Takes Bride; Honeymoon in Indian Country

Chuck Abbott, cowboy host and publicity manager of the Desert Inn, was married Monday, April 25, to Mrs. Frances Gump of San Francisco. The wedding ceremony was performed at Yuma. The couple were accompanied to Yuma by the bride's parents, Mr. and Mrs. Frederick Rice of Beverly Hills.

Mrs. Abbott, a very charming lady, was the wife of Robert Gump of the Gump Art Store in San Francisco.

Mr. and Mrs. Abbott left immediately after the wedding for a three weeks' honeymoon at Grand Canyon and in the Indian country of Arizona and New Mexico. They will return to

Palm Springs in time to get ready for a trip throughout the East for the summer, and will spend some time at the famous Bissell ranch on the way East.

Local Safeway Employees Enjoy Dinner Dance

Members of the staff of the local Safeway store, their wives and guests trekked to Riverside on Tuesday evening to attend a gala Safeway dinner dance.

The entire staff of the Palm Springs store attended the event staged for all Safeway employees in the Riverside district, which incidentally includes also San Bernardino county.

ADVERTISE in The Desert Sun for best results.

REMINDING YOU AGAIN . . .

In order that we may better serve you, our office will be OPEN ALL SUMMER

Alvin Weingarten

INSURANCE
THE PLAZA
Phone 3666



PARTY PRIDE ICE CREAM

MAKES IT'S BOW!

AN EXTRA RICH ICE CREAM

Vanilla, Chocolate or Strawberry

Party Pride Ice Cream is new in every respect. It has a more tempting richness because only fresh milk and cream are used. It is finer tasting because only finest chocolate, vanilla and fresh strawberries are used for its popular flavors.

The slim carton in which Party Pride is packed fits into your ice box tray.

PACKED IN SLIM CARTONS TO FIT YOUR ICE BOX TRAY

REGULAR PRICES

Pint **15c** Quart **27c**

SPECIAL INTRODUCTORY PRICES
THURSDAY, FRIDAY, SATURDAY ONLY

Pint **10c** Quart **19c**

MEATS OF QUALITY

Tendered Hams	lb. 28c
RATH'S BLACK HAWK EASTERN	
Canadian Bacon	lb. 59c
MILLER AND HART'S SLICED	
Lamb Shoulders	lb. 19c
SWIFT'S PREMIUM BABY SPRING LAMB	
Lamb Legs	lb. 29c
SWIFT'S PREMIUM BABY SPRING LAMB	
Chickens for Fricassee	lb. 35c
CHOICE YOUNG HENS	
Rath's Bacon . . . ea.	16c
RATH'S SLICED EASTERN BACON—1/2-LB. PKG.	
Boneless Beef Roasts	lb 25c
BONELESS CENTER CUTS OF SHOULDER ROLLED	

ADDITIONAL VALUES

Marshmallows	Fluffiest Brand	2 1-lb. boxes	27c
G.F.P. Candy Bars	Assorted varieties	3 bars	10c
Ivory Soap	Medium Size	3 bars	17c
Guest Ivory Soap	For fine laundering	2 bars	9c
Lux Flakes	For fine laundering	5-oz. box	9c
Lux Flakes	For fine laundering	12-oz. box	22c
Borax Soap Chips	Team brand	22-oz. box	21c
Su-Purb Soap	With extra ingredient to protect the hands	24-oz. box	20c
Strongheart Dog Food	Tall size cans	2 cans	9c
Kennel King Dog Food	Tall size cans	2 cans	6c

CHECK THESE PRICES

Kre-Mel Dessert	3 boxes	10c
Royal Gelatine	3 boxes	14c
Royal Pudding	3 boxes	14c
Tomato Juice	Stokely's Finest, 14-oz. can	5c
Pure Cane Sugar	10 lbs.	53c
Gran. Sugar	10 lbs.	51c
Kidney Beans	Stokely's No. 2 can	10c
Stokely Spinach	No. 2 1/2 size can	13c
Tomatoes	2 No. 1 cans	15c
Tomato Catsup	Our Favorite, 14-oz. bottle	8c
Salad Dressing	CASCADE, Pint, 15c; quart	25c
Chocolate Rings	National Biscuit, 1-lb. bag	23c
Kellogg Cereals	ALL FOR 13c	
Ralston's Cereal	Whole Wheat, 24-oz. box	21c
Max-i-mum Milk	3 cans	16c
Leslie Salt	Plain or Iodized, 2-lb. box	7c
Antrol Ant Powder	1 1/2-ounce size can	10c

E G G S

Whitehead's	doz	29c
Riverside	doz	29c
Whitehead's	doz	27c
Special	doz	27c

Asparagus 2 lbs. for 15c

Tender all green spears of fancy asparagus.

Lettuce

Firm, crisp lettuce fresh from Northern fields.

Potatoes 5 lbs. for 10c

Freshly dug, new crop, White Rose potatoes.

Fresh Peas

Northern grown, sweet, tender peas in full pods.

Tomatoes

Imperial Valley grown, Large, fine flavor, Slice.

Grapefruit 4 for 10c

Extra large fruit, from Imperial Valley, Juicy.

Bananas 3 for 17c

Golden ripe, fine-flavored bananas. Extra fancy.

SAFEWAY

Prices effective throughout SATURDAY, APRIL 30

OPEN SUNDAYS

Palm Canyon Dr. Palm Springs

CANNED FRUITS

Stokely Pears	Fancy halves of California Bartlett	2 No. 2 1/2 cans	31c
Pineapple Tidbits	Del Monte brand	8-oz. can	6c
Crushed Pineapple	Del Monte Brand	8-oz. can	7c

FOR LUNCHES

Grapefruit	Choice of Stokely or Dromedary	No. 2	10c
Oleomargarine	Robin Hood brand	2 lbs. for	25c
Peanut Butter	BEVERLY 1-lb. jar	2-lb. jar	27c
Tropical Jams	or Tropical Jellies assorted flavors	12-oz. jar	15c
Anglo Corned Beef	Morrell brand	3-oz. cans	10c
Deviled Meat	Morrell brand	6-oz. cans	9c
Sandwich Spread	Morrell brand	2 4-oz. cans	17c
Vienna Sausage	Morrell brand	No. 2 cans	15c
King Oscar Sardines		22 1/2-oz. cans	10c
Van Camp Spaghetti	Fillet of herring	2 No. 1/4 cans	9c
Kipperd Snacks	Packed in oil	2 No. 15 cans	19c
Crown Sardines	Sodas or Graham	1-lb. box	10c
Guthrie's Crackers	Guthrie's brand	1-lb. box	15c

Lucerne EXTRA RICH Milk

Milk far richer in cream. Try it.

Quart **13c**

Buttermilk . . . qt. **10c**

Lucerne Coffee Cream

Pint **19c** 1/2-pt. **11c**

COFFEE, TEA, ETC.

Airway Coffee	Aristocrat of coffee	per lb.	15c
Iris Coffee	Vacuum packed in one-pound jar	1-lb. jar	27c
Nob Hill Coffee	Finest quality	per lb.	19c
Edwards Coffee	Regular or Drip grind	1-lb. can	23c
Lipton's Tea	Yellow Label	1/4-lb. box	38c
Ovaltine	Swiss food drink	6-ounce size can	59c
Grapefruit Juice	Ariz. Sweet	3 No. 2 cans	20c

MISCELLANEOUS

Hershey Syrup	Chocolate	4c	16-oz. can	10c
Dark Karo Syrup	Blue label	1 1/2-lb. can		12c
Flour	HARVEST No. 5 BLOSSOM bag	No. 10	24 1/2-lb. sack	67c
Flour	Kitchen Craft No. 5 bag	No. 10	24 1/2-lb. sack	79c
Spry	Triple-creamed Shortening	1-lb. can	3-lb. can	56c
Mazola Oil	For Salads or frying	pint can		38c
Beer	Brown Derby Pilsner Type	Bottles	4 11-oz. bottles	25c
Beer	Brown Derby Pilsner Type	Bottles	32-oz. bottle	15c
Root Beer	Snowy Peak Bottles	3 32-ounce bottles		25c
Root Beer	Snowy Peak Brand	Bottles	12-ounce bottle	5c

Prices effective throughout SATURDAY, APRIL 30

OPEN SUNDAYS

Palm Canyon Dr. Palm Springs

The Desert Sun

of Palm Springs, California
Johnson & Barkow, Publishers
Harvey Johnson and Carl Barkow
Entered at the Post Office at Palm Springs,
California, August 5, 1927, under the Act
of Congress of March 3, 1879.
Published Every Friday of the Year.
Subscription Rate: \$2.50 Per Year



(By Carl Barkow)

Recently I was a member of a committee of weekly newspaper publishers of Riverside county who were amazed and shocked when we were attacked before the county supervisors by our old friends, a group the newspapers have always sought to aid, viz: members of the Taxpayers Association, the Associated Farmers, and the Farm Bureau.

The newspapermen appeared before the county board of supervisors and asked that the rate for printing the delinquent tax list be set at 75 cents per square for the three insertions, which is the same as the lowest rate paid in any county in California. The past few years the rate in this county has been reduced from 90 cents to 55 cents. The publishers asked for the increase in rate because printing costs have increased approximately 25 percent. Newspaper men also pay taxes. The supervisors seemed to see the justice in the request of the newspapers until one of the most imposing delegations of rich big-wigs that ever sat in the "gim-me" section of the supervisors' chamber protested. However, Supervisors Dillon and Springfield refused to be frightened by the powerful lobby, and declared the rate should at least be partially restored to what it had been and that no industry in the county should be expected to serve the county at a loss.

The group included chiefly the wealthy orange and alfalfa growers of Riverside city and vicinity, who are usually asking favors for themselves. In fact, they have been in the supervisors' room so often that the sweet odor of oranges and alfalfa pervades there. But this was the first time in the history of the county that the weekly newspaper men were there to ask for something for themselves, although most of them have accompanied their friends on numerous occasions to seek relief for agriculture and other industries. This was also the first time in history that the weekly newspapers of the county were permitted to participate in printing the delinquent tax list.

The strange thing about it is that the county makes a profit on the publication of the delinquent tax list (if we are informed correctly) for a charge of 50 cents is made by the county for each description of property, and it is estimated there will be about 20,000 such parcels. This penalty is paid sometime by the one who pays the taxes on the delinquent property, whether it is redeemed by the original owner or sold to the state. The average seems to be about two descriptions to the square, for which the county expects to pay 55 cents and for which it probably will collect \$1.00 eventually.

If the newspapers of Riverside county had been reimbursed the cost of printing the propaganda they have disseminated, without charge, for the Taxpayers Association and various farm groups, they could now print the delinquent tax list for nothing and still be money ahead.

Governor Frank Merriam and former Governor Friend Richardson paid a fine tribute to Homer E. King, editor of the Hemet News, at the newspaper dinner Saturday evening when both declared Editor King's personal column in the Hemet News is the best column published in any newspaper in California and has done more for Hemet valley than any other agency in the valley. That's a real compliment for a Democratic editor, coming from two great Republican editors.

Last week Editor King had the following to say regarding The Great Irwin Hayden, who aspires to control county politics:

"The mantle of political dictatorship in Riverside county has fallen, temporarily at least, from the head of M. J. ('Mike') Westerfield and has been picked up by Irwin Hay-

THE FIRST CITY COUNCIL



The new city council of Palm Springs, seated at the council table on the upper floor of the fire station, at their first official meeting, which was held last Monday evening. Left to right: Councilmen A. G. McManus, John W. Williams, Frank V. Shannon, Mayor Philip L. Boyd, Alvah F. Hicks, Robert Murray, Dr. Bacon L. Clifton.—Frank Partridge Photo.

den, interesting and likeable county seat street cleaner, news commentator, amateur archeologist, New Dealer and barber shop baritone. Just now he is a very powerful man in Riverside county and he, a street cleaner, is not unmindful that Hitler was once a paperhanger.

"Reference to Hayden as a street cleaner is in no sense disrespectful. He is a street cleaner by choice. Before becoming a street cleaner he was secretary of the Riverside Chamber of Commerce. History has taught him that successful political leadership must be rooted deep among the common people, so he became a street cleaner at \$125.00 a month. This job enabled him to get close to the 'folks' in Riverside and gave him plenty of opportunity to talk politics. After all, a street cleaning job in these motorized times doesn't keep one on the move like it did in the horse and buggy days.

"Through his curbstone contacts, Hayden built up a conglomerate political following that urged him onward and upward. He started Hayden's Weekly, a mimeographed news-letter in which he defied the laws of libel and exercised freely his flair for political hell-raising. Soon he was given the privilege of taking Mondays off from his street cleaning job so he could attend every meeting of the board of supervisors as an observer.

"Although many of the crusades that he started through his weekly letter have sputtered out like wet firecrackers, his readers apparently have enjoyed the shows he has put on for them. There is hardly a county official who has not at some time squirmed under the prick of his editorial pen. There is hardly a county official who today is not afraid of him or of what he may stir up next. It is easy to imagine that when Irwin Hayden walks down the long marble corridor at the court-

house Monday mornings he passes between two lines of county officials and employees standing there for inspection like soldiers on dress parade.

"A nod of recognition from this distinguished appearing dictator is all that a courthouse stenographer needs to make her day a perfect one. And on the other hand the slightest frown on Hayden's Grecian brow will create in almost any elective county official an intestinal disturbance of sufficient intensity to put him to bed for three days. W. C. Moore, chairman of the board of supervisors, has been on the sick list so much of the time lately that he has decided not to run for reelection.

"At present two members of the board of supervisors definitely are Hayden men. Between Hayden and these two there is a growing Edgar Bergen-Charlie McCarthy relationship. The difference between Hayden and Bergen is that Bergen has only one dummy.

"Hayden has lately taken very much to heart the plight of the taxpayers of Riverside county. This is to his credit, all the more so because he does not pay any property taxes himself.

"When a man who doesn't pay any taxes begins worrying about the tax burden on those who do pay, that's news. Man bites dog!

"Few people really understand Hayden. Is he just Hayden, or is he a 'front' for somebody else? We think he is just Hayden and just having a good time. He doesn't wear any man's collar. He doesn't wear any man's hat, either. No man would have a hat that large!

"His principal interests just now are the reelection of Supervisor Talbot and the defeat of Supervisor Dillon. He's been a mother to Talbot. He's been a wet nurse for Supervisor Pittman. He's a thorn in the sides of Supervisors Dillon, Stanfield and Moore. Where do we go from here?"

Urge Co-operation

(Continued From First Page)

pictures of wildflowers, desert and mountain scenes, and street scenes were taken by Taylor.

Florian Boyd gave a financial report of the organization and a detailed report of all the activities of the Associates for the current season. Accounts of these reports appear on another page of this issue of The Desert Sun.

It was brought out at the meeting Monday that the Associates have a "more ambitious budget for next season," and in lieu of this more ambitious budget Lerch expressed the hope that the organization would receive wider support the coming season than ever before and urged that financial contributions be made immediately or as early as possible so that promotional activities could be carried on through the summer and in preparation for next season's business.

Praise was given the T.W.A., American Air Lines, Southern Pacific, Santa Fe, Union Pacific, for their good work and cooperation in helping to bring people to Palm Springs.

Through the courtesy of Earle Strebe, manager of the theatre, an engaging March of Time, "The Rise and Fall of Key West," was shown on the screen.

In two stirring and inspiring addresses by Chas. Horrorth, public relations director of the All Year Club of Southern California, and Eyre Powell, noted Los Angeles publicity expert affiliated with the Los Angeles Chamber of Commerce, painted the dangers before Palm Springs and other California and Southern California resorts in failing to realize that other parts of the country are also making a determined bid for tourist business. Reports of these two fine addresses are

Palm Springers To Spend Summer At Lake Arrowhead

Anthony Burke, member of the Raymond Cree staff, has been appointed to assist Burton Ogilvie, managing director of the Lake Arrowhead hotels, this summer. Mr. Burke's work will be to coordinate the entertainment and sports at the three hotels and the Arrowhead Village, for the visitors and residents. He will live at Lake Arrowhead Lodge and will begin his work on May 1st. Mr. Burke will also assist Jack Irvine, general manager of the Lake Arrow-

head Corporation, in the real estate division.

Others from Palm Springs who will be at Lake Arrowhead this summer are H. E. "Pat" Patterson, who will again operate the drug store. With him will be the members of his Palm Springs drug store staff who are not needed here this summer.

Earle Strebe will again operate the Lake Arrowhead Theatre. A fine new 450-seat enclosed theatre is being built for him. The old one was an open-air theatre. Mr. Strebe will take a number of his Palm Springs staff with him.

Robert Foehl, former assistant manager of El Mirador, and more recently manager of the San Marcus at Chandler, Arizona, will again be the manager of the North Shore Tavern.

Boots Parsons of Deep Well Ranch will assist with aquatic affairs at the lake. Bob Shannon of the Desert Inn will be clerk at the Lodge. Fred Lang, assistant maitre d'hotel at El Mirador will be maitre d'hotel at the Lodge.

ADVERTISE in The Desert Sun for best results.

IT'S HERE . . .

The Famous

FRIGIDAIRE Room-Cooler

NOW AVAILABLE IN PALM SPRINGS

THE ROOM-COOLER REPRESENTS . . .

Modern Air-Conditioning at its Best

• Easily Installed—in any room. . . . Neat and Compact in Design. . . . Economical to Operate. . . . Extremely Efficient. . . . Air Conditioning by Refrigeration. . . . LOWERS HUMIDITY—as well as temperature. . . . SILENT.

See the Room-Cooler TODAY In Operation

— AT —

SIMPSON'S

Radio and Frigidaire Shop

N. Palm Canyon Dr., Next to Goff Hotel

Phone 8255

PALM SPRINGS THEATRE

Western Electric

Two Shows Nightly, 7 and 9 P. M.—Matinee Daily—Doors Open 2:45 P. M.
EARLE STREBE, Manager

SATURDAY and SUNDAY . . . April 30-May 1

DOROTHY LAMOUR and RAY MILLAND in

"JUNGLE LOVE"

with LYNNE OVERMAN, DOROTHY HOWE and J. CARROLL NASH

Novelty, POPULAR SCIENCE

PATHE NEWS

MONDAY and TUESDAY . . . May 2-3

WALTER CONNOLLY, JIMMY DURANTE and GERTRUDE NIESEN in

"START CHEERING"

with CHARLES STARRETT, JOAN PENRY, HAL LEROY and RAYMOND WALBURN

Popeye in "LEARNED POLIKENESS" PARAMOUNT NEWS

WEDNESDAY ONLY . . . May 4

ANNA MAY WONG and AKIM TAMIROFF in

"DANGEROUS TO KNOW"

— Also —

"LOVE ON TOAST"

with JOHN PAYNE, STELLA ARDLER, ISABEL JEWEL
FOX MOVIE TONE NEWS

THURSDAY ONLY . . . May 5

WILLIAM GARGEN and ORIEN HAYWARD in

"SHE ASKED FOR IT"

— Also —

"PARTNERS IN CRIME"

with LYNNE OVERMAN, ROSCOE KARNS and LUCIEN LITTLEFIELD
LOEWS NEWS OF THE DAY

FRIDAY and SATURDAY . . . May 6-7

GARY COOPER, SIGRUD CURIE, BASIL RATHBONE in

"ADVENTURES OF MARCO POLO"

with BINNIE BARNES, ERNEST TRUES, GEORGE BARBIER and ALAN HALE

SHORT SUBJECTS

UNIVERSAL NEWS

— COMING ATTRACTIONS —

"Walking Down Broadway," "Test Pilot," "I Met My Love,"
"Gangway," "Battle of Broadway"

The TAILORED LADY Shop

IN EL REY BLDG.

DECIDED TO STAY ANOTHER 5 DAYS

Everything in the Store Must Go at Further Drastic Reductions for Final Clearance.

Dresses and Slacks \$3.95
Values to \$15.00

Knitted Suits and Dresses \$5.00
Values to \$25.00

Sandals and Street Shoes \$2.50
\$5 to \$6.50 Patent, Suede, Kid, Gabardine—All Sizes

Genuine Keds, all sizes and colors . . 90c

Blouses, Sweaters, Playtogs, Coveralls, Dresses—
To Close Out Completely at \$1

Jackets and Coats Less than Half Price
LAST CALL!

Cathedral City

Road Repair Sought By Cathedralites

It seems that neither the Chamber of Commerce nor the Woman's Club of Cathedral City can get anything more than a stereotyped form-letter from the State Highway Department relative to re-locating, or at least repairing State Highway 111 between Cathedral City and Palm Springs, which said road is now in a deplorable condition as a result of washouts caused by the big flood of recent vintage.

The road between Cathedral City and Palm Springs was washed out in several places by the March flood. When the road was first re-opened after the flood, these stretches of highway were graded and put in fair shape, and were kept so for a short time. Now, however, they are getting extremely bumpy and dusty and are becoming very unpleasant to negotiate.

A petition was circulated recently by the Woman's Club of Cathedral City and sent to Sacramento, signed by some 50 citizens, requesting the highway department to relocate the highway between Araby Point and the Cree ranch. They suggested that the highway between these two points should be re-built on higher ground at the foot of the hills where it would not wash out so easily. Both last season and this, when the present road has been seriously damaged by flood waters, the old road next to the mountains has remained undamaged. It is not in a wash bottom as is the present road.

The Aimless Club of Cathedral City, always willing to assist the community, has its members out making a survey through the upper end of Cathedral Canyon and over into Palm Canyon; their sole aim being to get a road on higher ground than the present one, and thus enabling the U. S. mail to come through on schedule and Cathedral citizens to drive into Palm Springs to shop no matter what the weather.

Benefit Fiesta Last Sunday Big Success

The benefit Spanish Fiesta given last Sunday evening by Mrs. Emma McMickle at her Cathedral City home, "Casa Reposo," was a big success.

The fiesta was a benefit for the Cathedral City Woman's Club, of which Mrs. McMickle is president, and also part of the proceeds will go to help build a kitchen at the new Town Hall.

The affair was very well attended with the following guests from Los Angeles joining in the fun and frolic:

Mr. and Mrs. Gail Campbell, Rev. and Mrs. Clyde McMelley, Mrs. L. Campbell, Mr. and Mrs. Chas. H. Mounce and daughter, Sharon and Myrna, Miss Mildred Campbell, Mr. and Mrs. J. A. Greer and daughter, Elaine, Mr. and Mrs. F. Oglon, Mrs. H. Brunch, and Mr. and Mrs. J. B. Kurth and daughter, Doris.

From Palo Alto were Mr. and Mrs. Stanley Croonquist and family.

Dr. and Mrs. E. M. Harvey of Pomona enjoyed several days on the desert recently. Dr. Harvey entertained at their winter home at Cathedral, Mr. Stensgard, and Mrs. Harvey having as her guests a number of ladies from the Pomona district.

Fire Destroys Residence of Alex Rich

Last Sunday about noon a fire broke out in the rear portion of the Alex Rich home at Cathedral City, but despite the prompt efforts of neighbors to check the blaze and the use of the Ford chemical truck, the dwelling burned to the ground.

A call for help to the Palm Springs fire department resulted in equipment arriving on the scene, too late, however, to save the home. The Palm Springs department aided materially in saving adjoining dwellings also owned by Mr. Rich, from the blaze. Aside from a few articles saved, the home and its contents, valued at around \$3,000, were a total loss.

Much sympathy is felt for the Rich family by their fellow townspeople, for they are pioneers at Cathedral. Mr. Rich has been affiliated with the Cathedral Water Company for a number of years.

The Cathedral City Chamber of Commerce voted their thanks to the Palm Springs fire department for their valued assistance in fighting the fire.

Woman's Club Holds Seventh Meeting

Mrs. May H. Deniston's large living room and broad veranda were comfortably filled with members of the Cathedral City Woman's Club Wednesday afternoon when that organization held its seventh regular meeting.

Hostesses for the silver tea were Ellen Martell, Anna McLure, Edna Peterson, Anna Ramberg and Blanche Zimm, who substituted for Sara McClung, unable to be present, owing to illness.

Much publicity was given Cathedral City when an original game prepared by Mrs. Deniston was played. The game suggested unthought of assets such as "what industry would do well in Cathedral City?" The answer was "Tannery." The most popular skin worn here was the bare (bear) skin.

Several new members were added to the club this week.

Mrs. E. F. Riley will entertain the members and their guests in her patio next Wednesday.

It was revealed this week that the Chamber of Commerce of Cathedral City had graciously granted the Woman's Club the use of the Town Hall for its Wednesday meetings next season.

Surprise Shower Given For Rich Family

A surprise party and pantry shower was given one evening this week by the Cathedral City Woman's Club for Mr. and Mrs. Alex Rich and family, whose home was completely destroyed by fire last Sunday.

The members brought ice cream and cake for the affair and a large basket well filled with supplies for the pantry shelf.

Mrs. Rich herself is a member of the Woman's Club.

New life and vigor has come to the Cathedral City fire department (it always does following a fire such as that last Sunday noon), and this time genuine improvement is under way.

Elmer Hearn is now a salaried member of the fire department under Chief Wm. G. Hogen, and with diligent work a number of the members of the department expect to know which end of the hose the chemical comes out by the time the next fire occurs.

Mrs. Sarah Hudson, aunt of Mrs. W. R. Hillery, is a guest at the Hillery home this week. The enjoyment of Mrs. Hudson's stay in Cathedral City has been enhanced by visiting with Mr. and Mrs. C. M. Pepfert, friends for many years of Mrs. Hudson. Thursday Mrs. Hudson and Mrs. Hillery made a trip to 29 Palms, in company with the Gepferts.

Last Saturday Mr. and Mrs. W. R. Hillery attended the Republican convention at Riverside, as delegates.

Florian Boyd Tells About Associates

Florian G. Boyd, secretary of the Palm Springs Associates, gave a very comprehensive report at Tuesday evening's meeting at the Plaza Theatre.

He stated that it was not until January 20th that the organization had sufficient support and money to establish their news bureau. During the past three months thousands of news stories have been sent out to newspapers throughout the nation. Their scrap book shows that 145 newspapers in 115 cities have published Palm Springs pictures sent out by the Associates since February 1st, and it is believed that this number includes less than half the number that were actually published.

The Associates have sent an average of 60 news items a day about Palm Springs visitors to home town newspapers and society reporters throughout the nation, and wrote a regular society column for the Los Angeles Examiner.

The organization sent stories by wire and mail, covering all the local sports events, to newspapers everywhere, including 300 local sports events to newspapers everywhere, including 300 California newspapers. Then after completion of the sports events they wired results to Los Angeles newspapers and news syndicates. These events included the rodeo, hunters' trials and horse show, Desert Circus, men's and ladies' golf tournaments, tennis tournaments, archery tournament, polo games, and other events.

Local enterprises sponsored by the Associates were the Desert Museum and the Photo Contest, both of which created widespread interest. More than 2,000 visitors came to the museum, and more than 50 percent of them were from east of the Mississippi River, said Mr. Boyd. Scores of persons had to be turned away when they came to hear Don Admiral's lectures, because there was not sufficient room in the museum, he said.

Mounted Patrol Of Boy Scouts Closes Season

The Mounted Patrol of the Palm Springs Boy Scouts had their final ride of the season last Wednesday evening in the lighted arena of the Araby Stables.

The season's work closed for them with a contest in correct horsemanship in both English and Western saddles.

First in English, John Olecott; second, Bill Foster.

First in Western, Bill Rabb; second, Trevin Steffins.

3-gaited race won by Oscar Bridgeman.

Water race won by Trevin Steffins.

First prize hipoints for the evening was won by John Olecott; second prize won by Bill Rabb.

Several families of the Scouts were present and expressed their pleasure at the remarkable progress made by the boys. The troop has been instructed by Miss Mary White, who operates the Araby Palm Springs Sta-

SOCIETY NOTES

Local Couple To Wed at Oakland in June

On June 4th, at the Episcopal church of Oakland, Miss Grunhild H. Hansen will be united in marriage to S. Richard Brown, popular manager of the Franciscan Pottery Shop.

Both are well known in Palm Springs. The bride has been a practicing physiotherapist in the village for the past two years and resided at the Los Arboles Apartments until she returned to her home in the North two weeks ago.

Miss Berit Hansen, sister of the bride, will be the maid of honor and Mr. Robert Phillips, of Pacific Palisades and close friend of the groom, will be the best man.

After the ceremony the couple will spend a few days at Clear Lake, the summer home of the bride's parents, Mr. and Mrs. J. H. Hansen, after which they will reside in Laguna Beach for the summer. Mr. Brown will be employed at the Franciscan Pottery Shop. They will return to Palm Springs next season, where they have gained many friends.

bles. As far as known it is the only mounted Scout patrol in Southern California.

The boys were loud in expressing regret that the rides were over and equal enthusiastic in their plans for fall.

Foster Hollis, 35, lost his life in an accident while hunting rabbits near Cabazon, Monday. He was employed on the Colorado River aqueduct at Cabazon.

Large Party Entertained At Yerxa Ranch

Recently the Cabot Yerxa ranch at Two Bunch Palms, near Garnet, was the gathering place for a group of relatives and a few friends who drove in for a picnic lunch from Southern California points.

After dinner the guests investigated the small general store about to be opened on the ranch and various other improvements. Some searched for arrowheads and others climbed the nearby hills to see the view of San Jacinto and San Geronimo which are carrying plenty of snow. They were all surprised to find the desert weather clear and bright because all had left rainy weather at home.

Those present were: Mrs. Cora S. Young, Mr. and Mrs. F. L. Justus, Mrs. Lottie Barker, and Mr. and Mrs. M. W. F. Wright, all of Moorpark; Mr. and Mrs. Dave Miller, Miss Jeanette Yerxa, Mr. and Mrs. J. J. Vaughan, and Marilyn Vaughan of Los Angeles; Roland Cabot, Mrs. Sadie M. Cabot, and H. H. Smith of Hollywood; A. O. Daniel, Huntington Park; Mrs. Lela Brewer, Fullerton.

Also Mr. and Mrs. Norman McLean, Laguna Beach; Dr. and Mrs. C. A. Traub, Pasadena; Mrs. E. L. Harkness, Mr. and Mrs. Miner Harkness, Miner Harkness, Miss Alice Yerxa Harkness, Mr. and Mrs. Harold Yerxa, and Mr. and Mrs. Fred Yerxa, all of Sierra Madre; and Miss Ethel Garrett, Arcadia.

The C. S. Cobbs have donated a number of plain but serviceable benches to fill a vital need at the new Town Hall.

Mrs. Coffman Entertains Graduating Class and School Faculty

Mrs. Nellie N. Coffman entertained graduating students of the Palm Springs grammar school, members of the school board, and teachers of the school, at dinner, Monday evening. This is the 29th consecutive year that Mrs. Coffman has so entertained, and she likes to look back to the first senior dinner, at which there were three graduates.

The graduating class entertained by Mrs. Coffman were:

Elaine Flavin, Rita A. Fontes, Aileen Hall, Dorothy Heise, Aurelia Herrera, Patricia Hunter, Gail Johnson, Dorothy Knapp, Tommy Lipps, Opal McDonald, Carmelia Mutascio, Elaine Nead, Carol Riley, Laura Riley, Sylvia Rose, Betty Smith, Violet Thornton, Marian Williams, Nora Stacey, Constance Rounselle, Louis Ayala, Douglas Banning, John Dill, Arthur Dorr, William Etchison, Robert Dyer, Erwin Kreekorian, Dwayne Lyman, Juan Martinez, Jefferson Miller, William Morgan, Pat Mutascio, Gordon Nicholson, Emma Rioux, Charles Sherwood, Albino Siva, Treben Steffanson, Fred Wade, Edison McDaniel, Christie Soto.

Masonic Club to Start Again Next October

The Masonic Luncheon Club held their last meeting of the season Tuesday noon at Carl's Restaurant. Mr. Perrin, lecturer for Al Malakiah Temple of Shriners was the speaker, discussing the subject, "Psychology and Salesmanship." The club adjourned for the summer, and the next meeting will be held on October 11.

Look Ahead to Summer

Balmy Spring weather is here . . . and warmer Summer is just around the corner. Now is the time to check up on your summer play wardrobe.

LADIES' SWIM SUITS
\$3.95 to \$7.95

LADIES' Bathing Sandals
95c

MEN'S AND BOY'S SWIM SUITS
\$1.25 to \$5.00

MEN'S AND BOY'S Sun Shorts
\$1.25 to \$2.95

LADIES

- PLAY SUITS - - - - - \$1.95 to \$3.95
- SLACK SUITS - - - - - \$3.95 to \$8.95
- SUN SHORTS - - - - - \$1.95 to \$3.95
- ISLAND TOGGERY . . .

HOUSE COATS - - - - - \$8.50
SLACK SUITS - - - - - \$8.50
SUN SUITS - - - - - \$3.50 to \$5.95

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Palm Springs Local Exchange

For Cathedral City LOTS and RENTALS
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Cathedral City

Radio Controlled Model Airplane Latest Gadget

One of the most interesting of the many novel contraptions that grace the village is a very excellent radio-controlled model airplane, powered by gasoline and built and designed by Ray Acord.

Having a wing span of six feet one inch and weighing just five pounds, including its radio, this model plane has a cruising speed of 30 miles per hour and a landing speed as low as 10 miles per hour. However, the plane does not land that slowly; when it lands in excess of 10 miles per hour, the plane comes in on its two front wheels only and the tail settles to the ground as the ship rolls along the ground, losing speed.

The construction of the model is as near as possible to that of a real plane. It is powered by a miniature 1-cylinder, 2-cycle gasoline engine of one-fifth horsepower throwing a fourteen-inch prop. The general method of bracing for strain and shock is by triangulation.

Local Men Make Radio

The radio was made possible through the cooperation of Frank Miller and Clay Rapp, both of Palm Springs. The radio control receiver is a secret short-wave receiver that is very light in weight. This receiver picks up signals transmitted from the ground by a portable transmitter. The receiver amplifies this signal until it is powerful enough to operate a relay switch, this starts a miniature electric motor, which in turn regulates the flight of the ship.

Power for the radio, gas, and electric motors is supplied by a group of small flashlight batteries and a special "B" battery made especially for this experiment by the Eveready Co. This battery puts out 45 volts and is smaller than the average flashlight battery. The average life of this type "B" battery is one hour, so the plane can only be in the air under radio control for a period not exceeding one hour.

The gas tank of the plane holds three ounces, enough to keep the motor running for one hour. However, this does not mean that the ship can only stay in the air for one hour; for the last time this ship was flown here in Palm Springs the gas was measured to stop the engine after a two-minute flight, but the plane continued to glide through the air over the village for twenty-four minutes after the motor had stopped.

This ship is a tribute to the knowledge of aviation and the patience and industry of its builder and designer, Ray Acord.

Prominent Women Golfers at Sunshine Court

A number of women golfers from the Victoria Club of Riverside, participating in the Desert Golf event, were domiciled at Sunshine Court this week. Those included were Mes. F. O. Dolson, Paul Buckwater, G. B. Prinston, John Chase, J. B. Palmer, Helen Ruth and B. Brunton.

Mrs. John Chase suffered a painful injury to her knee the first day out, forcing her return to Riverside.

Other recent guests include: Mrs. R. E. Lodge, El Monte; Mr. and Mrs. Herbert Scholfield, Mr. and Mrs. A. M. Campbell, Los Angeles; Mr. and Mrs. C. E. Lane, Long Beach; Francis Waverly, Hollywood; Mr. and Mrs. Geo. W. Myers, Huntington Park, Mrs. Marguerite Gordon and mother.

Mrs. P. M. Brown returned this week to Miami, Florida, and her sister, Mrs. E. Ferris, returned to Georgia, after spending the winter in Palm Springs.

Community Church Notes

Services for Sunday, May 1: Holy communion (Episcopal)—8 a. m.

Bible school. Classes for all, at 9:45 a. m.

Morning worship and sermon, 11 a. m., with Dr. Macartney preaching.

Young People's League at 6:15 p. m. No evening preaching service during remainder of the season.

Bible class and prayer meeting on Thursday, 7:30 p. m.

Service for the colored people on Thursday at 8:30 p. m.

On Sunday, May 8, will be observed combined mothers' and children's day. An elaborate program featuring the little children, sermonette by the pastor, recitations, and solo by Mrs. Evans R. Mosher.

The Sunday school will meet with the congregation at the 11 o'clock hour. All the parents of the children as well as all in the village will greatly enjoy this service and are invited.

Airmail Plane

(Continued From Page One)

cially in Palm Springs are the residents and visitors requested to write letters for the occasion and send them out to friends as souvenirs, taking advantage of the special plane that will call here.

Essay Contest

Through the cooperation of Dr. W. C. Gunnerson, high school superintendent, an essay contest dealing with the ideas, purposes, and advantages of air transportation as it affects modern communication will be placed before those students wishing to enter for the national and state prizes.

The first prize as winner of contestants in this state will be an air trip from the nearest airport to Washington, D. C., and return. Winners bear their own expenses while in Washington. The ticket is non-transferable.

All state essay winners will be guests at a banquet at Washington, D. C., May 15, where grand prizes will be announced and awarded as follows: First prize, a trip to Miami, Florida, or Hollywood, California, and return, with hotel accommodations and meals for five days. Second prize, a national trophy. Third prize, a national plaque.

Second prize will be a suitable trophy. Rules and regulations governing the contest may be secured from Dr. Gunnerson, who will certify the eligibility of all contestants.

Essays must be postmarked not later than midnight, May 1, 1938, addressed to State Chairman, National Air Mail Week Essay Contest, care of the local postmaster. All essays to be the property of the national committee.

Poster Contest

A national and state poster contest depicting the advantages of airmail service, present and future, and its adaptability to the needs of the nation, is being sponsored by local organizations and schools as a means of bringing before the people the advantages of this branch of the postal department.

Entries will be confined to students in grammar and high schools. The posters must be on, or mounted on, bristol board or similar board not more than 20x25 inches in size after mounting. All posters must be postmarked not later than midnight, May 1, 1938, addressed to State Chairman, National Airmail Week Poster Contest, care of the local postmaster, and postage must be fully prepaid. Each poster must be certified by the school principal as to eligibility, with identification and local of school and contestant's home address.

The grammar school will have local prizes, as will the high school and both schools will enter their posters for state and national prizes. Judges will be the heads of the two schools, the secretary of the Chamber of Commerce, Postmaster R. H. Gorham of Palm Springs and Postmaster John White of Banning. The basis for judging will be:

Originality of idea—50%.
Neatness of composition—25%.
Adaptability for use—25%.

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3 Bedrooms
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Lions Speaker Says Capital-Labor Fight Is Unnecessary

(The following article, which was written for last week's issue of The Desert Sun, was crowded out of the last press run because of lack of space. It is an account of last week's Lion's Club meeting.)

Here are some of the hot shots of Colonel Dan Morgan Smith, veteran of three wars, the Spanish American, Mexican and World conflicts, who was the Lions Club speaker last week, Thursday.

"I don't believe the man who didn't go to war has anything to say about war."

"What we all want is preservation of the Union."

"We resent any intimation that we will adopt any social or religious intolerance."

"I am not afraid of Hitler, or Stalin, or Mussolini, but I am afraid there is some truth in what Mussolini said, 'Americans have no one to discipline them and they do not discipline themselves.' Without respect for the law there can be no discipline."

"You can't stop a fight by taking the weapons away from those who would start a fight."

"The fight between capital and labor is the oldest and most unnecessary fight. Harry Bridges is building up a bitter feeling between capital and labor, and the fight is becoming more bitter."

Labor Needs Capital

"When you wipe out \$8,000 in capital, you wipe out one worker's job permanently."

"It has come to a sorry pass when a man dare not work unless he belongs to an organization he does not want to belong to."

"It is too bad that we can't all be rich, and then poor. Then there would be a better understanding between employer and employee."

"If everybody believed capital is entitled to a fair return for its investment, and labor a just reward, there would be no fight."

"If we pledge to ourselves that we'll be good sports, observe the laws, and recognize that every man is his brother's keeper, we will have no fight in this country."

Al Weingarten was chairman of the day, and he introduced Bill Yeager, who in turn introduced the speaker.

Crocker's First Meeting

It was the first regular meeting for President Francis Crocker. Attend-

ance was very large and there were many visitors, among them A. W. Preston, government engineer on the high school; Albert Haight, architect for the high school; Dr. W. C. Gunnerson, high school superintendent; Thomas Mitchell, past president of the Salt Lake City and county bar association; Miss Katherine Finchy, grammar school principal, and a number of others.

Al Gardiner, Raymond Cree and Merrill Crocker were made key members and received their insignia for having each secured two or more members.

George Oliver brought the citizenship plaque to the club which he asked to be turned over to the committee that will present it to the winners of the citizenship contest at the school. The winners are Virginia Valentine, Richard Autcault, Marian Williams and Robert Guy.

Charel de Tolhnee, French pianist and vocalist, gave several vocal and piano numbers, and Andy Anderson, club pianist, favored with a number of classical selections.

Lions Club Committees For Next Year Appointed At Board Meeting

At an important meeting of the board of directors of the Palm Springs Lions Club held around the breakfast table at the Palm Springs Hotel on Monday morning of this week, the following standing committees for next season were appointed during the long session at which plans for next season were discussed along with other important matters.

Attendance—Chas. Burket, chairman; Joe Butler, Ralph Nesmith, John Sprague, Harry Williams.

Constitution and by-laws—Elmer Collier, chairman; John Munholland, Chas. Henderson.

Finance—Florian Boyd, chairman; Chas. Henderson, John P. Holditch.

Lions' education—George Foldes, chairman; Howard Girard, Dr. Don Rush, Chas. Cruncleton, Gordon Nicholson, Dr. Franz Buerger.

Membership—Al Gardiner, chairman; Ray Hanzlik, Rufus Chapman, Frank Shannon, Ralph Nesmith.

Program—Alvin Weingarten, chairman; Harold Barkow, Florian Boyd, Ludie Britsch, Raymond Cree, Al Gardiner, Lloyd Simon, Jerry Sanborn, Vincent Savory, Barney Hinkle, Dr. Russell M. Gray.

Publicity—Harold Barkow, chairman; John Chaffey, John Sprague, Roy Medby.

Committee for Blind

Blind—Lloyd Simon, chairman; Dr. James B. Oliver, Dr. Macartney, Homer Jenkins, Alex Nord, Joe Butler, Walter Somerville.

Boys' and girls' work—Merrill

Crockett, chairman; A. C. Garner, Wm. Hillery, Dr. Henry S. Reid, Ralph Shaw, George Oliver, Walter Somerville.

Citizenship and patriotism—R. M. Gorham, Wm. Marte, H. H. Quackenbush, Dr. M. L. Lehman, C. S. Raymond, Clair Hinkley, Dr. Macartney.

Civic improvement—Ernie Fors, chairman; W. R. Atkin, Hiram H. Benedict, Roy Medby.

Community betterment—John Sprague, chairman; Jack Williams, Walter Somerville, H. D. McNeer, Floyd Bigley, Chas. Burket.

Health and welfare—Dr. Russell Gray, chairman; Dr. M. L. Lachman, Max Ransom, Jack Moss, Earle Strebe, Raymond Wright.

Safety—George Oliver, chairman; Herbert Scarborough, Raymond Cree, Wm. Hillery, Elmer Collier, John Chaffey, Jerry Sanborn, Homer Jenkins.

ADVERTISE in The Desert Sun for best results.

Harry Mann Returns From 10-Day Trip To San Francisco

Mr. and Mrs. Harry Mann, popular proprietors of the Sportsman's Headquarters Rifle Range, returned to the village Wednesday from a ten-day vacation in the San Francisco Bay district.

While the Manns vacationed at San Francisco, Eddy Bowen ran the rifle range for them.

TRANSPORTATION HEARING NEXT FRIDAY

The State Railroad Commissions hearing on the applications of Tanner Motor Livery and Glenn Martin, who seek franchises to operate sight-seeing buses in Palm Springs and vicinity, has been postponed to 10 a. m. Friday, May 6, at the Desert Inn. The hearing was originally scheduled for April 29.



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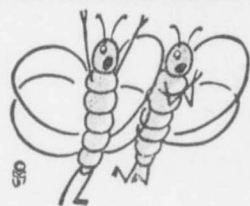
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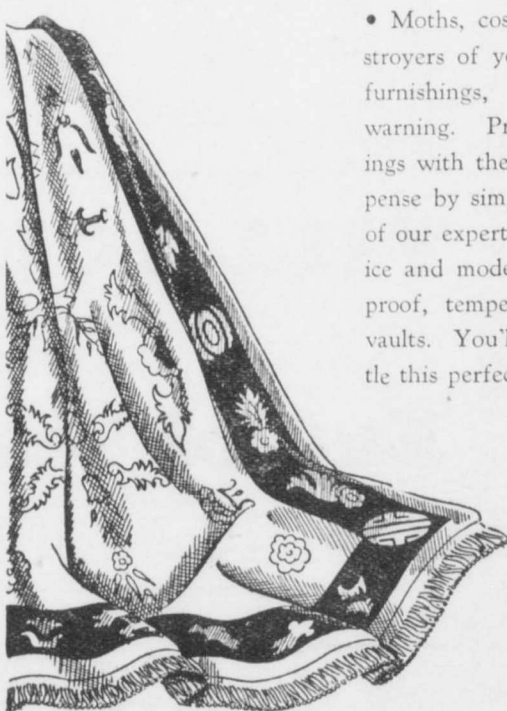
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PHONE 6871

Chuck Abbott and Cowboys To Make Fifth Annual Tour

Chuck Abbott, Desert Inn cowboy host, and his singing cowboys, Johnnie Boyle and Dusty Adams, will leave early this spring in their station wagon for their fifth annual tour of the Middle West and East. They have a larger list of exclusive clubs and fashionable homes on their list than ever before for Chuck's famous chuckwagon suppers and cowboy entertainment.

Chuck Abbott will be accompanied by his bride, and they will travel ahead in Chuck's Chummy Coupe, followed by Johnnie and Dusty in the station wagon loaded with equipment. Chuck first started going East, while at the San Marcos, Chandler, Arizona, in 1932, with a few private engagements, and it has grown each year, with most of the sponsors wanting repeat engagements each year.

Last summer he served 5000 steaks and this summer he expects to serve at least 7500 steaks at the most exclusive clubs and on the private estates of nationally prominent persons.

The first party about June 1 will be for M. G. Gibbs at Washington, D. C. He will have the publishers, journalists, and personal friends from Washington, D. C. The next job will be at Cincinnati, Ohio, where the Palm Springs cowboys will have one

of their campfire parties for the Junior League of Cincinnati.

After that it's a long series of engagements all summer until the first of October.

Last year and the year before that the Desert Inn supplied transportation in the form of a station wagon. This year Chuck will supply his own station wagon, and due to the increase in engagements over last summer it will be necessary for him to go ahead of Johnnie and Dusty in his own car in order to get things lined up by the time the boys arrive. This year there is a general interest being shown in the summer trip back East by the five leading hotels of Palm Springs, due to the fact that the parties are enjoyed by the type of guest that Palm Springs desires and, while they do not direct publicity at the parties, there is very definite subtle publicity value to the work, for everyone naturally knows the boys are from Palm Springs.

Distinguished Guests at the Desert Inn

Among the many distinguished guests who have registered at the Desert Inn in the past week are Eric Sykes and Elwood Ingledue of London; Dr. and Mrs. Ross G. White of Los Angeles; Mr. and Mrs. John Herick of Olean, New York; Miss Louise Buchmann of Chicago; Col. and Mrs. W. F. Nicholson, Coronado; Mr. and Mrs. Julian B. Haswell, San Francisco.

Others from Southern California include Mr. and Mrs. Hal A. Kelley, Mr. and Mrs. L. B. Garlick, Jr., Mr. and Mrs. R. H. Westling, Mr. and Mrs. Roy C. Seely, Baroness Judy Maasburg, Peter Godfrey and Frank W. Buckley of Los Angeles; Mr. and Mrs. George F. Ford of Beverly Hills; Mr. and Mrs. E. J. Barlow and Henry A. Backis of Hollywood; Mrs. L. A. Lewis, Mrs. Boyd McGee and Mrs. H. E. Tibbetts of Whittier.

JUNGLE FILM STARS LAMOUR AND MILLAND

Glorious romance on a tropic South Sea island, coupled with daring thrills and the beauty of Technicolor make "Her Jungle Love," which is now currently playing at the Palm Springs Theatre, a rousing "must" on your weekly movie list.

Dorothy Lamour and Ray Milland are the stars in the picture.

Local Boys Enter Field of Business

Two popular local young men, Bill Marvin and Joe Henderson, this week signed a three-year lease for the north store of the Darnell building (Bowling Academy building), at which location they will open on October a new and complete sporting-goods shop.

Filling a real need in Palm Springs, the young men will carry everything in the sporting goods line to meet the needs of local sportsmen—badminton and tennis equipment, golf supplies, fishing tackle, camping equipment, swim suits, football and baseball equipment, etc.

Both Bill and Joe commenced their education at the local grammar school, where they entered as first graders. They both attended the Banning Union High school, Bill graduating in 1932 and Joe in 1936.

Both boys have had sales and merchandising experience. Marvin has been employed as a clerk at the Palm Springs Market and also in the hardware department of the C. G. Lykken Department Store. Henderson has been attending the Riverside Junior College for the past two years, working during his spare time at the Starkweather Sports Goods Store in Riverside. He is now considered quite an expert in the sport of stringing tennis and badminton racquets, which trade he will continue to ply at the new sporting goods store.

"ADVENTURES OF MARCO POLO" AT PALM SPRINGS THEATRE NEXT FRIDAY-SATURDAY

The screen, which lately has focused a majority of its bigger productions on biographical subjects, has seen many remarkable portraits of characters taken from the past.

Few of these historic personalities, however, enjoyed a life more significant and romantic than the Marco Polo so few people seem to know, which Samuel Goldwyn has chosen as the hero of "The Adventures of Marco Polo," his rollicking adventurous romance which brings Gary Cooper to the Palm Springs Theatre for two days on Friday and Saturday, May 6 and 7.

Saturday Night Dances at the Desert Inn

Saturday night dancing at the Desert Inn is a sure sign of spring, and quite a group of local citizenry turned out to enjoy the balmy evening air and the toe-tickling strains of the orchestra at the Inn this week.

Mrs. George Robertson entertained a group of her friends at dinner preceding the dance, with a bit of terpsichorean enjoyment afterwards. Her guests included Mr. and Mrs. James Clune, Mr. and Mrs. Gregory of Los Angeles, Mr. and Mrs. Harry Moore of Los Angeles, Mr. and Mrs. Earl Coffman, Mr. and Mrs. Bradford Eldridge of Los Angeles, Mrs. C. R. Little and Mrs. Grace Hull, Mrs. Mildred Davidson of Los Angeles, William Kidston, Mrs. Jack Ralston of Chicago, Mrs. Marie Glover, Mr. and Mrs. Paul Mariano.

Others who were seen at the dinner dance were Mr. and Mrs. Clarence Beesmyer, Col. and Mrs. W. G. Nicholson of Coronado, Don Sheldyene, Miss Eva Roberts, Miss Peggy Adams, Nico Cherisse, and many more.

The recession is the hole we had left after we got through filling up the depression.—St. Louis Star-Times.

NOTICE

To Whom It May Concern: Having severed all connections with the Desert Nursery, I will not be responsible for any indebtedness contracted by anyone, other than myself. Dated: Palm Springs, California, April 29, 1938.

GEORGE O. PAULSEN, SSS-42

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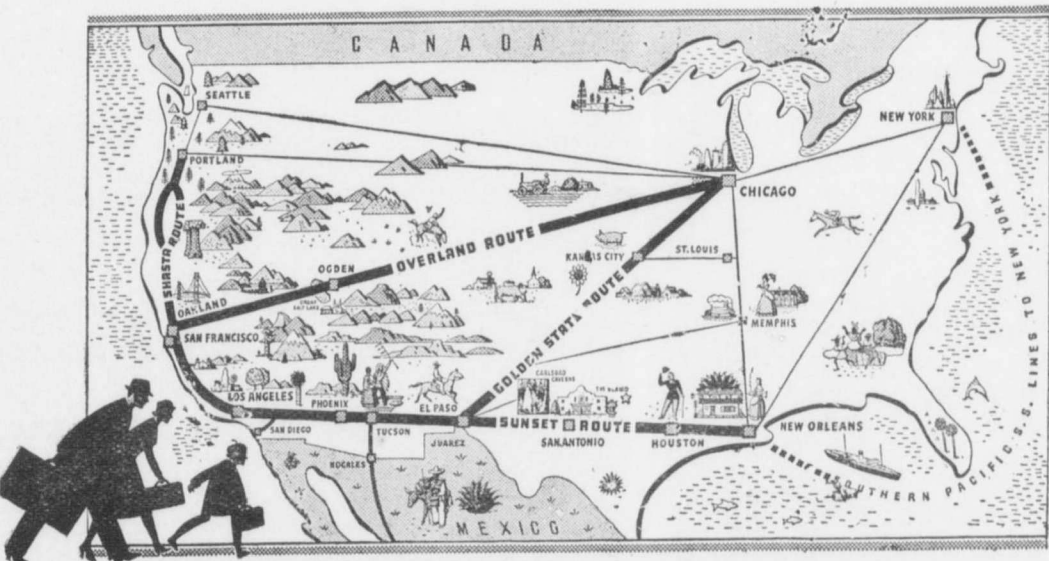
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modern tourist sleepers, full-length recreation-lounge for tourist car passengers, easy chairs, refreshment-bar, radio. One chair car through to Memphis.

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Southern Pacific

W. S. ALLEN, Agent, Palm Springs, Calif.

The United States Navy is to be built up to a size in keeping with the importance of this nation. Many new battleships are to be built. Soon there may be so many that Dick Sowell won't have time to make a musical movie on all of them.—

NOTICE OF DISSOLUTION OF PARTNERSHIP

Notice is hereby given that the partnership of Helen Waskow and Gladys Hall, operating under the fictitious name of Desert Poppy Trail Pottery Co., Inc., was dissolved on March 19th, 1938, that said Gladys Hall has assigned all her right, title and interest in said business to said Helen Waskow that said Helen Waskow is the sole owner of the aforementioned Desert Poppy Trail Pottery Mart, and that said Helen Waskow is not responsible for any indebtedness contracted hereafter by anyone but herself.

HELEN WASKOW,
GLADYS HALL.

Witnessed by H. M. Levin.

29 Palms

Information - Literature
Representing

DESERT PROPERTIES, Inc.
ALVIN WEINGARTEN
Phone 3666 In the Plaza

Indian Store Fountain

Ice Cream

20c pint

Indian Ave. and Andreas Road

Palm Springs Builders' Supply Co.

PIONEER DEALERS

• We will consider it a privilege to consult with you on the proper building materials and building conditions on the desert.

Phone 207

A Real Buy in Riverside.....

"The City Beautiful," Center of the Orange Belt, and Centrally Located to Most of the Southern California Resorts. See This.

BEAUTIFUL 10-ROOM HOME

Located in an Exclusive District
Terraced Gardens . . . Wonderful View
1/2 Acre Lot . . . 75 Trees . . . Abundance of
Shrubs and Flowers.

Large living room and hall with beam ceiling, dining room, breakfast room, kitchen, service room, and maid's room with 1/2 bath. One large bedroom downstairs with bath. Upstairs: master bedroom with bath and dressing room. Two bedrooms with bath between, and sewing room. Outside entrance and stairway to ground floor. Large patio, well shaded and lighted for entertaining. 3 car garage.

This is a very modern home, and includes many features: as 3-unit gas furnace, circulating hot water system, shade-type screens, copper weather strips on all doors and windows, burglar lights, laundry chutes from all bathrooms, sprinkling system in yard, and many other features I will be glad to explain.

This home is being offered at a sacrifice. Cost \$50,000 to build. If you are interested in a real home at a low price, phone or call at our office for further details, and let us show you a real buy.

EXCLUSIVE AGENT

W. O. WILLIAMS
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Used Cars and Trucks

2-Day Money-back Guarantee

See These Cars Before You Buy

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N. Palm Canyon Drive Palm Springs Phone 4194

Merchants' Bowling League Final Team Standing				
No.	Name	Won	Lost	Pct.
1	Nev-Cal Elec. Corp.	39	21	650
2	Bank of America	39	21	650
6	Smoke Tree Ranch	32	28	533
5	Safeway Stores	31	29	517
3	Coca Cola	25	35	400
4	El Paseo Bldg.	14	46	233
Individual Averages				
No.	Name	Ga	HiGa	Hi3Ga Ave.
2	L. Britsch	45	229	607 186
1	B. Seaton	30	223	577 175
5	E. Leadbetter	45	236	643 174
3	E. Rose	18	243	601 173
1	H. Iselin	45	225	582 166
3	C. Bodin	21	197	555 164
1	Hammerstein	12	210	517 163
6	S. Cicero	45	222	554 162
4	J. Sanborn	39	205	534 160
3	J. London	33	209	492 157
5	N. Ramsland	45	196	565 155
6	T. Warner	39	200	492 155
2	K. Smith	45	219	539 154
6	M. Sales	42	196	526 154
2	Al Gardiner	44	256	606 153
5	D. McNay	45	201	527 152
6	W. Shepard	45	193	521 152
4	M. Hicks	39	205	537 152
5	R. Watson	39	213	554 150
6	B. Faubion	42	191	516 149
3	J. Jenkins	36	221	548 148
2	M. Boyle	45	192	516 147
4	C. Bosworth	27	198	478 147
1	B. Frohn	45	187	468 145
1	G. Neal	45	195	502 145
3	Dr. Nourie	30	176	471 143
5	H. McRill	30	177	506 143
2	F. Ingram	39	186	476 139
3	H. Hoffkamp	24	183	472 134
4	E. Fors	42	168	449 126
Hi 3-game series—		2627		
Nev-Cal Elec. Corp.		2544		
Hi single game—		934		
Safeway Stores		923		
Nev-Cal Elec. Corp.		923		

Open House at Local School Friday Night

Next Friday evening, May 6, at 7:30 o'clock, will be open house at the Palm Springs school, and the children's work for the year will be on exhibition. All parents and friends of the school are urged to attend.

Today is the school's annual "Play Day," which this year is being held on the Desert Inn Mashie Golf Course. Students of the various classes are participating in many field events and games.

Graduation exercises will be held in the school auditorium on Friday evening, May 20.

The 40 graduates who will receive their diplomas are:

Louis Ayala, Douglas Banning, John Dill, Arthur Dorr, William Etchison, Robert Dyer, Elaine Flavin, Rita A. Fontes, Aileen Hall, Dorothy Heise, Aurelia Herrera, Patricia Hunter, Gail Johnson, Dorothy Knupp, Tommy Lipps, Opal McDonald, Carmelia Mutascio, Elaine Nerad, Carol Riley, Laura Riley, Sylvia Rose, Betty Smith, Violet Thornton, Marian Williams, Nora Stiney, Constance Rounselle, Erwin Krekorian, Dwayne Lyman, Juan Martinez, Jefferson Miller, William Morgan, Pat Mutascio, Gordon Nicholson, Emma Rieux, Charles Sherwood, Albino Silva, Treban Steffanson, Fred Wade, Edison McDaniel, Christie Soto.

Last Desert Ride Of the Season

The Desert Riders enjoyed the last desert ride of the season on Wednesday when they rode to Murray Canyon. Thirty-two riders were in the party. Misses Jane Hendrick, Valeria Foote, Cynthia Shields and Mrs. Arthur Borden, all of the Deep Well Ranch, prepared the breakfast under the stately palm trees of the canyon. The Desert Riders have had a very successful season, and have improved many of the trails under the direction of Eugene Griffes.

Miami Spends

(Continued From First Page)

tourist standpoint depends entirely on how well you organize yourselves and hang together. Unless you do hang together, someone else is going to get the prize."

Powell's speech was followed by a dynamic talk by Charles Horowitz, director of public relations for the All Year Club of Southern California.

Horowitz Speaks

Horowitz prefaced his remarks by congratulating speakers on no mention of civic pride as a basis for publicity campaigns. He said that Palm Springs has a definite merchandising problem on its heads which he defined as follows:

"You have to reach a prospective customer two or three thousand miles away, get him to come here at his own expense to buy something he can't take home with him, and yet have him go home satisfied."

He spoke of the fact that 70 per cent of the population and 87 per cent of the wealth in the United States was on the other side of the Mississippi. People may leave New York or Chicago with the express determination of coming to Palm Springs, and never get here, said Horowitz.

He stated that governments of 35 different states are now actively soliciting tourist trade, and 23 of them got into the picture in the last three years.

"California has a greater diversity of attractions than any other state," said Horowitz, "but we do have a merchandising job to do and we must recognize that we must make plans to go ahead."

An Insurance Policy

"If you will recognize your responsibility—I appeal only to enlightened selfishness—doing dignified publicity for dear old personal pocketbook, you will realize that the Palm Springs Associates organization is an insurance policy—an insurance of business, not a contribution or donation, but an investment in your own business."

"You would guarantee the future of your investment in your business by supporting this organization. The Associates are the front for the community, the mouthpiece. Support of the Associates doesn't belong in your donation or charity budget!"

Horowitz commented on the Florida expenditures outlined by Powell, and concluded: "This community is justified in spending in an economical way eighteen to twenty thousand dollars as a conservative business investment. Every business profits by tourists, directly or indirectly, and it takes money to reach the people you want to reach!"

Boyd Mayor

(Continued From First Page)

in the firemen's club room on the second floor of the fire station.

The second ordinance outlined the procedure of conducting the meetings and fixed penalties for violations of any of the provisions on the part of the councilmen or the public.

Ordinance No. 3 provided for the adoption of an official seal containing the words, "City of Palm Springs, California, Incorporated 1938."

Ordinance No. 4 set the bond for the city clerk at \$1,000, and \$2,500 for the city treasurer.

Through Ordinance No. 5 the council adopted an official seal for the city court containing these words: "City Court of the City of Palm Springs, California."

The council then instructed Mayor Boyd to appoint a committee of two to inquire into the needs of office supplies for the city clerk and the council chamber.

Next Meeting Monday

After the official business had been transacted, Councilman McManus presented a letter of resignation, in which he requested that Frank E. Pershing be appointed his successor.

The council then adjourned to meet again at 7:30 Monday evening, May 2.

About 40 citizens were on hand to witness the proceedings, and they roundly applauded the selection of Mr. Boyd as mayor, and everyone seemed to be satisfied with the entire proceedings during the session.

Immediately after Mr. Boyd was chosen, photographers rushed forward and took pictures of the new mayor and the council seated at the table. Two of the pictures are published herewith.

Sally Is Dead

Tex, George Oliver's shaggy, good-natured little dog who serves as a sort of self-appointed host at the Desert Valet, is very sad and lonesome these days. No longer does he romp and play by the hour with his little playmate, Sally, for Sally is dead—the life crushed out of her little body by one of the careless motorists that infest the highways.

Sally, the friendly little Boston bull, owned by George Strebe, and Tex were great pals. Every day Sally would drop in at the Desert Valet to see Tex, and the two dogs would play together. She could enter and leave the business establishment at will, for Sally had long ago mastered the trick of opening screen doors. But these happy days are gone forever.

Tuesday evening shortly after six o'clock, as she was attempting to cross Palm Canyon Drive in front of the El Rey Building, Sally was struck by a car—the careless driver at the wheel of which disdained to even stop to see how badly he had injured the harmless little dog. However (at no fault of the driver's) she did not suffer; Sally died instantly—but her master and friends can never again delight in her many humorous antics as she romps and plays with Tex.

Were the few seconds or minutes gained by this driver by his carelessness worth such a dear price?

Anaheim Lions 32 Strong Visit Palm Springs

Thirty-two Lions from Anaheim made a goodwill tour to Palm Springs on Thursday of this week to visit the local club as a token of their appreciation for the money for flood relief sent them by the Palm Springs Lions Club during the recent emergency.

Following an afternoon of golf at the Desert Golf Club during which members of the two clubs played together, one of the most enjoyable Lion affairs of the season was held at Carl's Restaurant in the Plaza. Taking the place of the regular weekly Thursday noon meeting of the local club, the meeting last night was a sparkling affair with entertainment, group singing, talks, and good fellowship the order of the evening.

A. P. M. Brown, president of the visiting club, gave a short talk, voicing his club's appreciation for the \$91 sent it by the Palm Springs Den to help alleviate flood suffering in that city. He stated that over \$600 was sent to the Anaheim Lions Club following the flood, donated by various Lions Clubs throughout Southern California to aid the flood sufferers there.

Florian Boyd, chairman of the day, introduced the principal speaker of the evening, Mr. Wm. A. Jones, Riverside county health officer, at the meeting, presided over by President Francis Crocker of the local club. Dr. Jones discussed the work of the county health department in his interesting and timely address.

Bill Payne of the Anaheim club led the peppy group singing, and Johnny and Ned, colored entertainers from the Desert Grill, delighted the group with some of their snappy and clever song and dance routines.

Sixty-three Lions and guests attended the evening meeting scheduled for 7 o'clock, of which number only 28 were members of the local den.

The Anaheim Lions Club is a very active and strong organization, which fact is attested to by its fine attendance record. The average weekly attendance of the Anaheim club is 90%, and out of its 45 total membership, 32 visited Palm Springs on the goodwill mission.

Lion Charles Henderson of Palm Springs invited all the Lions from Anaheim who wished to remain overnight in the village to stay at the Sunshine Court as his personal guests.

Anaheim and Palm Springs Lions alike all joined in acclaiming yesterday's affair a tremendous success.

Howard Returns to Brookside Club

Mr. and Mrs. George Howard left last night for Canton, Ohio, where Mr. Howard will again be the golf professional of the exclusive Brookside Country Club. Mr. Howard, golf professional at the O'Donnell Desert Golf Club, has had charge of the club for the past 15 years. Heads of most of the foremost steel companies and other captains of industry and their families are members of the club.

400 Attend

(Continued From First Page)

meeting, Mr. Boyd was selected mayor," said Mr. O'Donnell.

Mayor Boyd stated that either Mrs. Nellie Coffman, Mr. O'Donnell, or Alvah F. Hicks should have received the honor of being Palm Springs' first mayor.

Tells About Golf Course

He told of his first visit to the 80-acre spot that is now O'Donnell's Desert Golf Course, on Thanksgiving Day in 1922. "Then it was an untouched desert, covered with greasewood bushes and other desert growth. Now it is one of the most beautiful and most interesting golf courses to be found anywhere."

"What you see there today didn't come overnight," said Mayor Boyd. "Mr. O'Donnell helped to bring water from the melting snows of Mt. San Geronio which flows down the Whitewater River, through a pipeline to Palm Springs. He built his own reservoir so the golf course would have an ample and constant supply of water. Great quantities of fertilizer and seed were brought in and finally a good turf was perfected."

He "kidded" Mr. O'Donnell as he told about the new putting green, where the latter and his friends spend many happy hours. "They have discovered that Mr. O'Donnell has a one-way pocket and that there is now a shortage of dimes in Palm Springs."

Welcomes Women

Mr. O'Donnell welcomed the women golfers to Palm Springs. "This is a woman's town," he said. "When I came here 16 years ago I was met by a woman driving a bus, at the Palm Springs station. She was Mrs. Zaddie Bunker, who is here tonight. I came to a small desert hotel, operated by a woman, Mrs. Nellie Coffman, who has revolutionized the desert resort. She is here tonight."

"When I wanted a horse, I went to the desert stables, operated by Mrs. Cody. At the town's store I found a woman, Mrs. Carl Lykken. The drug store was operated by a woman, Mrs. Kocher. A woman has charge of our cemetery. One of our largest property owners is a woman, Mrs. McManus, and if you think you don't have to see Pearl if you want to buy property on the South Side, you have another guess coming. All these women are here tonight."

Women, Women, Everywhere

"Thirty-eight years ago when I started to play golf there were several places where one could get away from women. One was the golf course, another the barber shop, another the smoking car and another the saloon. Try it now!"

"Women own the majority of the industries of America. They live five or six years longer than the men and they marry younger, consequently they inherit the large fortunes and industries."

"I am very much impressed with women, and I want you golf ladies to come back," he added. Mr. O'Donnell then introduced Mrs. Nellie Coffman, who also welcomed the feminine golfers, and stated that the new mayor was married at the Desert Inn ten years ago. Mrs. O'Donnell also extended a short message of welcome.

PALM SPRINGS CASE IN JUSTICE COURT

Palm Springs police on Tuesday filed, in San Geronio township court, complaint against E. J. Houseman of Palm Springs. The charge was disturbing the peace.

Mrs. George Brown

(Continued From First Page)

and Mrs. Roper a beauty a foot from the hole. That was too much for Mrs. Lifur, who missed the green entirely and then had to pitch over a trap dead to the pin for her four in order to tie Mrs. Roper for second place. Mrs. Roper's second to the pin and Mrs. Lifur's recover were among the greatest shots of the tournament.

Putting Contest

The most highly sought prize of the tournament, other than the Class A championship trophy donated by Thomas A. O'Donnell, was that for the match play putting tournament. After wading through two days of eliminations, Miss Catherine Shuster of Long Beach won a \$65 wrist watch by defeating in the finals Mrs. Blanche Adams of Flintridge on the 21st hole. Mrs. Frank Elliott of Oakmont won the defeated 16 over Mrs. R. Buckwalter of Riverside 19 holes.

Curtis Sinkhorn of Dayton, Ohio, will arrive Saturday for a lengthy visit with his uncle, S. Richard Brown, of the Franciscan Pottery Shop.

CLASSIFIED ADS.

For Rent

FOR RENT—Coolest house in Palm Springs. Adobe cooled by refrigeration. Two bedrooms, large living room, etc. Furnished. \$60 per month for summer. See Reg. C. Jones, Araby. s39p

MONTEREY COTTAGE on Balboa Island available for season. Two bedrooms, large living room, fireplace, full bath, outside shower and dressing room. Electric refrigeration. Large porch. Garage. Bruce Malcolmson, 1200 Oxford Ave., Pasadena, Calif. s38-39p

FOR RENT—Brand new furnished 3-room duplex apartment on bay at Newport Beach. Sleeps 4; use of row boat; utilities paid. \$20 per week. Phone Palm Springs 7989.

ROOMS—Beautifully furnished. Everything new, and equipped with private, modern conveniences at The Modern. Special prices to first of the week guests. Location 400 feet south (toward mountains) from Texaco Station at Cathedral City. D. G. Zinn, proprietor. s25tf

Miscellaneous

RIDE EAST—Young man leaving for Bar Harbor, Maine, after May 9, desires to drive to any part of East. Good driver. Excellent references. Phone 204. s39p

SITUATION WANTED—As caretaker during summer months. Middle-aged couple, no children. Experience. Best of references. A. W. Barnes, Box 31, Garnet, Calif. s39-40

For Sale

FOR SALE OR RENT—Very desirable 10-room furnished house in best locality in Banning. Address owner, Box 334, Banning, or telephone 4484. s38-39p

SUBURBAN ACREAGE—Good well; fruits; nuts; avocados. Suitable for estate, subdivision, lemons. Sacrifice equity for small home, acreage, or what? 1324 San Andres St., Santa Barbara, Calif. s38-40p

3-INCH CENTRIFUGAL PUMP for sale or trade. Only \$15. P. B. Sheptenko, P. O. Box 4. Phone 6382. s38

USED RADIOS—\$5 and up. Radio Sales and Service Co., next to Safeway. Phone 4084. s24tf

For Sale—Auto Court

20 rentals; lot approximately 300 ft. square; plenty of room for trailers; nice shade trees; cabins equipped with water, lights, gas, electric refrigeration; well furnished and modern throughout. This will pay 40% on investment. Located in San Geronio Pass. Don't write unless you have some real cash. P. O. BOX 182 BANNING, CALIF.

Wanted

CASH PAID for saleable merchandise. Will call for worthwhile quantity. On hand, large stock used and finished furniture, etc. O. H. Tetzlaff, 354 East Ramsey Street, Banning. s38-41

END OF SEASON SALE of NEW and USED HOUSE TRAILERS

Everything MUST Be Sold!!!

\$1900 GYPSY IMPERIAL, a steal at	\$1150
1400 BOWENS ROAD CHIEF, Sleeps 4	795
550 GYPSY SYLVAN (new), Sleeps 4	495
1100 MASTER COVERED WAGON, sleeps 4	695
1185 ROYAL COACH, sleeps 4	845
645 CUSTOM BUILT, sleeps 2	295
485 CUSTOM BUILT, sleeps 2	125
550 LUNCH WAGON with chairs and canopy	275
475 MASTERBUILT, sleeps 2	195
650 FOLDING CAMPING TRAILER, sleeps 3	165
CAMPING TRAILER, sleeps 2	55
(ALSO 20 OTHERS TO CHOOSE FROM)	

\$125 COLD SPOT REFRIGERATOR	\$75
47 ELECTRIC STOVE, with oven	25
30 UMBRELLA TENT	15

'33 CHEVROLET PICKUP — \$225
(ALL TRAILERS LISTED SUBJECT TO PREVIOUS SALE)
SO HURRY and select yours NOW!

Pavny's Trailer Mart

ONE MILE SOUTH ON PALM CANYON DRIVE
OPEN EVENINGS 'TILL TEN O'CLOCK
P. O. Box 65
PALM SPRINGS, CALIFORNIA

Clearance Sale of Sportswear

Everything in Stock Greatly Reduced in Price

Discounts from 25% to 50%

Many Items at Less Than Cost!

Dresses, Sun Suits, Slack Suits, Shorts, Jackets, Sun Hats, Sweaters, Belts

S. S. AMERICAN MAID

Opposite Desert Inn Marjorie Fortline, Manager PALM SPRINGS